

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

September 5 1981

Some doctors
in no hurry'
on Clothier —
David Coleman

angers get
two more
agencies

More Xmas
gift ideas



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from Clairol

CHEMIST & DRUGGIST

Incorporating Retail Chemist

September 5 1981

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COMMENT

Home truth

Occasionally we see published a comment which says it all — and this week that accolade can be directed at part of the annual report to shareholders of Macarthy's Pharmaceuticals. The section devoted to distribution, in particular, is well worth a long look for the frankness with which it approaches the current state — and recent past — of wholesaling.

Macarthy's, it should be said at the outset, are not motivated by a need to find excuses for a bad performance since they increased their turnover by 26 per cent and their profit in this sector by no less than 52 per cent. But they see no prospect of further increase in the current year, with wholesaler margins down from 15 to 12½ per cent.

The report then goes on:— "During most of the year we operated a system of notional pricing which effectively maintained our margins at 15 per cent but as from March 1981 this method of trading was discontinued in response to competitive pressures. *Since that date we have been operating on an uneconomical basis simply because the discounts offered by the trade to the retail pharmacist are being set at an unrealistic level* (our italics). These can only be justified if there is a very significant increase in market share which seems to be the objective of certain competing organisations. If that is achieved by any one of us then it will inevitably result in the restriction of supply sources to the retail pharmacist, a situation which we foresaw many years ago when we were supporting the maintenance of fixed prices on pharmaceutical products.

"This is really a 'Catch 22' situation because if we reduce discounts to the level we feel to be justified, then in the face of competition we should understandably lose business, whilst on the other hand if we maintain the present level of discount, then in the short-term we shall lose profitability. This is because the discount

or profit sharing terms between wholesalers and their customers are now largely similar, notwithstanding the comments made by some of our competitors to the contrary.

"This realignment of total business is forcing the retail pharmacist to polarise his requirements to not more than two wholesalers: indeed the basis of the claw-back by the Department of Health appears to assume that this is now restricted to one wholesaler."

Tough on the retail pharmacist and tough on the wholesaler — we only hope that the DHSS is taking note, because it is the patients (the Government's responsibility) who are already suffering, even if as taxpayers they are receiving a temporary "notional" advantage.

Like Macarthy's, C&D can claim to have issued dire warnings about the consequences of a breakdown in RPM and the later issue of notional pricing. But no wholesaler can claim to be immune from blame — nor can blame be passed on to pharmacists who accepted discounts: they only took what was offered.

Over the past couple of months C&D has been researching a feature on the state of wholesaling. We have found that questions on discounts whose answers were only recently a job for the wholesalers' PR departments are now a matter "between us and our customers". (In other words, dear reader, you can get from your wholesaler what your personal muscle-power can squeeze out!) Indeed we could almost have suspected an orchestrated campaign of silence, so deafening has it been on the discounts issue.

Clearly it is time the house was put in order. The parties are the wholesalers themselves, the manufacturers and the DHSS with its price regulation scheme. In the last round they talked only when the damage had been done: this time they must talk first — if it is not already too late. Retail pharmacists cannot survive another round of uncertainty, averaged claw-backs and reduced service. ■

Some doctors in no hurry on Clothier

"I believe there is an element in the medical profession who are in no hurry to complete the Clothier negotiations and to bring in the regulations," said Mr David Coleman, deputy chairman of the Pharmaceutical Services Negotiating Committee, in a talk to the Pharmaceutical Society's East Kent Branch on Tuesday.

Mr Coleman suggested that the doctors who are breaking the rural "standstill" and are trying to increase their lists must know that they have "weak cases". If they waited until the regulations were in force and their cases were good they would have patients transferred to them — but the pharmacist would be compensated. "Only those doctors who know that their case will not stand up to the scrutiny of the 'public interest' will seek to breach the standstill or will seek to delay the implementation of Clothier," he claimed.

Mr Coleman stressed that the majority of doctors had observed the standstill — and his remarks should not be interpreted as criticism of the doctors involved in the Clothier discussions — but those who had defied their professional gentlemen's agreement had made it imperative that regulations, if necessary temporary ones, should be brought in at once.

Inadequate

The Tenterden judgment had now been studied in detail and it showed that the present regulations were woefully inadequate and that "the state of muddle in applying the regulations by many FPCs" merely compounded the inadequacy. The weakness in the regulations shown up by the judge must be brought to the attention of the Secretary of State so that new regulations and instructions to FPCs can be speedily produced.

Mr Coleman then specified the areas in which he would look for action: *Supervision:* The opinion was expressed that when the Medicines Act referred to dispensing by a doctor this did not mean that a doctor had actually to do the dispensing — nor even be physically present. "This is quite unsatisfactory. Modern medicines are potent and patients have a right to expect that duly qualified people are supervising the dispensing; they also have a right to expect that a

suitably qualified person is present to answer their queries when collecting their medicines.

"It should be just as unthinkable that prescriptions be dispensed in the absence of a doctor as in the absence of a pharmacist. (And when I say dispensed, I include what I regard as the most important part of all in the dispensing operation — the handing out of the dispensed medicines.)"

Canvassing: It is against the code of ethics of the Pharmaceutical Society and against the terms of service of NHS pharmacy contractors to canvas for prescriptions.

"It is quite intolerable that where doctors and pharmacists are in competition one should be allowed to canvas and the other not".

Checking of patients and "lists": Many FPCs still do not check bundles submitted by doctors to ensure that the FPC is only making payments for medicines supplied to patients who are on their dispensing lists. "Often random checks have a salutary effect on doctors not too capable of sticking within the regulations. Ex gratia payments in such circumstances condone slapshod record keeping at the very least — it is an added insult to the pharmacist who is out of pocket already."

Testing: "It has been said that comments about doctors dispensing not being subject to testing is sour grapes — what nonsense. With perhaps £1,000m involved of course there must be some testing."

Payments: If doctor and pharmacy dispensing are to exist side by side then there must be a payment system which is not slanted one way. The fact that a large proportion of the doctor's ancillary help

is paid for distorts the balance — the fact that doctors can avoid "discounting" by the DHSS also distorts it.

In conclusion, Mr Coleman said the costs of the Tenterden case were "horrifying" but they must not be allowed to put the profession off from defending itself. "I fear, however, that money will continue to be needed to defend pharmacy and we must be prepared for further actions — not only on behalf of rural pharmacy but for the profession as a whole."

□ The PSNC fund towards Payden's costs has received its first contribution from industry — Vichy UK having donated a "substantial" sum. Another contributor has been Polygon Securities, a finance house helping pharmacists to buy their own businesses. The RPA was up to £2,300 by Wednesday. ■

Pharmacy attracts fewer students

Fewer university candidates listed pharmacy as their preferred subject in 1980 than in 1979, and a further decline in popularity is predicted for this year.

Among candidates applying through the Universities Central Council on Admissions, 2,785 named it as their preferred subject, compared to 2,926 in 1979, according to the statistical supplement to the 18th UCCA report 1979-80. A figure of 2,630 is forecast for 1981.

Once again computer science showed the greatest increase in applications in 1980 with electrical engineering coming second. Medicine was static but a decline is forecast for 1981. Dentistry showed a decline in preferred-subject applications but, by contrast, should increase this year. The greatest percentage fall from 1979 to 1980 was in civil engineering. ■



"It's the collection and delivery time"

OFT backs a limited distribution policy

A decision by the Director General of Fair Trading concerning the distribution of furnishing fabrics may suggest a hopeful outcome to any OFT investigation of agency cosmetics and perfumes — to which the Director General's attention has been drawn by Argos Distributors.

After a preliminary investigation Mr Gordon Borrie has concluded that the application of the criteria adopted by Arthur Sanderson and Sons Ltd for deciding whether to supply furnishing fabrics to retail outlets does not amount to an anti-competitive practice. His report concludes that the market for furnishing fabrics is highly competitive, with a wide range of suppliers each with a relatively small market share. Sanderson's market share is estimated at 13 per cent in 1979.

Entry into the market is made easier by the large number of retail outlets and high degree of substitutability between fabrics. The report concludes that, despite Sanderson's well-known brand name, there is no evidence that entry into the furnishing fabric market is dependent on supplies from Sanderson or that there is any significant unsatisfied demand among retailers to deal in Sanderson fabrics.

The report considers Sanderson's distribution policy in the light of 27 cases during 1980 when firms or individuals that sought to open a fabric account with Sanderson were refused supply. It notes that among Sanderson's criteria is a geographical one — in deciding whether to open a new account, they consider the potential effect of that new account on existing outlets. The report concludes that in the limited number of cases where Sanderson have refused to supply fabrics for this reason there has been no effect on competition.

Furthermore the report concludes that there is no evidence that it has been Sanderson's policy to withhold supplies from outlets which have taken a lead in cutting prices. ■

Drugs in dustbin

Six children aged between 2½ and 12 years were admitted to Burton General Hospital on Tuesday after "sharing out" capsules and tablets found in a dustbin at the rear of a pharmacy.

The incident took place at 8.30pm and some of the children were still detained in hospital the following morning as C&D went to press.

According to a police spokesman the medicines had been put in the dustbin after a stock clearout at the premises of A.R. Barrington, 39 Linton Road, Castle Gresley — some stock had been destroyed by dissolution in water but the loose tablets and capsules were thrown in the dustbin. ■



Cannabis clinical trial in UK

The Department of Health has confirmed that clinical research is being carried out in the UK on the anti-emetic properties of cannabis and that six consultants have been given licences for the oral use of delta-9-tetrahydrocannabinol (THC), the main active constituent.

The consultants are licensed to give the drug to cancer patients receiving chemotherapy and the hospitals involved include the Royal Marsden and the Great Ormond Street Hospital for Sick Children. Oral THC is not available in this country but can be imported from an Israeli pharmaceutical firm.

Dr Vaughan, Minister for Health, disclosed this information in a letter to Mr David Ennals last week. It follows a recent letter to the *Lancet* from Dr Michael Rose, a haematologist at St George's Hospital, London. Dr Rose stated that although he was issued with a Home Office licence to supply cannabis he was unable to obtain advice on a source of supply and that the licence had now expired.

Dr Vaughan indicated that the problems were caused because Dr Rose wanted to use cannabis base from the whole plant, administered by smoking. This would lead to difficulties in standardising the raw material and a possible carcinogenic effect from smoking whole cannabis was also suspected. If Dr Rose wanted to prepare his own extract then base material might be available from the Department of the Government Chemist who might also help in the assay. However, a new Home Office licence as well as a clinical trials exemption certificate would be needed first.

The Department was not opposed to the extension of research into the properties of cannabis nor into the therapeutic potential but there were both legal and health restraints, Dr Vaughan noted. ■

The "Hobbypharm Apothecaries of Jazz" playing at the International Edinburgh Jazz Festival. Pictured from left to right are Kenny Milne (trumpet), Tony Lawrence (piano), Colin Richardson (drums), Walter Fisher (trombone), Bernard Hardisty (banjo), George Duncan (clarinet), Noel Baumber (bass guitar) and Don Ross (guitar)

Proposals to end lens fluid exemption

The Department of Health is proposing to make an Order specifying January 1, 1983, as the date when transitional Medicines Act exemptions for contact lens fluids should end.

At present, those fluids on the market before January 1, 1980, have transitional exemption from licensing. If still unlicensed by January 1, 1983, they would have to be taken off the market.

The proposals would also give manufacturers, wholesalers and retailers a year's grace to comply with the Medicines (Contact Lens Fluids and Other Substances) (Labelling) Regulations. Compliance with these Regulations for products on the market before January 1, 1980, would be required of manufacturers by January 1, 1983, of wholesalers by July 1, 1983, and of retailers by January 1, 1984.

Comments should be forwarded to Mr W.G. Robertson, room 1319, Department of Health, Market Towers, 1 Nine Elms Lane, London SW8 5NQ, by September 24. ■

Redeptin recall

Some packs of Redeptin 2mg/1ml ampoules in batches AF 1117 and AF 1129 may contain the prescribing information for Tagamet injection by mistake. Any stocks of these batches should be returned to Smith, Kline & French or to the usual supplier and will be fully refundable. Supplies were first distributed on June 11. ■

Cosmetics and toiletries near to a standstill?

Volume growth in the toiletries and cosmetics industry is expected to come to a standstill by the end of 1981. That is the finding of the latest ICC Business Ratios report.

The market, says the report, is reaching full maturity and with products so highly developed there is little scope for further real innovation. The report, covering a three-year period, studies the financial performance of 99 leading companies dividing them into manufacturers, importers, suppliers and companies with an interest in the market.

Results show that whereas the average profit margin for the complete sample of companies has slipped from 7.7 per cent to 6.2 per cent over the three-year period, the average for importers rose from 6.6 per cent to 8.8 per cent and for the suppliers and compounders from 13.4 per cent to 13.6 per cent despite a middle-year drop.

Over the same period, sales have contracted the report continues. Total sales for all companies rose by 16.8 per cent in the first 18 months but had slowed down to only 10.3 by the end of the three year period. Sixteen companies had an average annual sales growth rate

exceeding 25 per cent, nine had negative rates and the number of loss-makers ranged from 15-19 in the three-year period.

The report notes that the companies that did best tended to be in the medium-sized range and that the larger companies tended to perform below average. "Whereas the 'expensive end' and the 'mass market end' of the sector are doing relatively well, the middle-of-the-road products have outlived the heyday of the 70s when bottles of Charlie, Smitty etc festooned every woman's dressing table". And with Max Factor's LA in mind the report concludes that recent attempts by some of the larger companies to revive the taste have fallen completely flat.

The new growth area in the toiletries and cosmetics market is predicted by the report to occur in the 25-40 age group. "Even now sales of moisturisers, face creams etc are holding up whereas sales of perfumes and colognes have fallen."

Other lucrative areas cited by the report are the spot-care sector and the men's toiletry market. This report on toiletries and cosmetics is available from *ICC Business Ratios*, 81 City Road, London EC1Y 1BD (price £95). ■



Coventry pharmacist Malcolm Duncan, MPS, has won a £250 holiday voucher in Unichem's baby products window display competition. Pictured is Unichem's Nuneaton branch manager, Duncan Smeaton, presenting Mr Duncan and shop manageress Mrs Nancy Brunt with the holiday vouchers at the shop in Walsgrave Road, Coventry. Mr David Mort of Redbank Road, Bispham, Blackpool, was the other winner of a £250 holiday voucher

Monitor cheap grey imports, call to NPA

A retail pharmacist is asking the National Pharmaceutical Association to monitor the appearance on the market of "grey imports" of well-known products.

Mr A.M. Trinder, MPS, of Wantage, Oxfordshire, says he experienced an unexplainable but significant drop in sales of Badedas. On inquiry of Beecham Proprietaries he was informed that imported Badedas had recently appeared on the UK market at lower than the UK price. The company pointed out that the right to import goods from EEC countries is protected by EEC law, but that different retail prices obtain in each market.

However, many Beecham customers preferred to continue to deal directly with the company and they were therefore introducing lower trade prices on 300 and 900ml packs.

Mr Trinder has complained both to Beecham and to NPA that this still leaves him having to sell the remaining stock at drastically reduced prices, inevitably losing a significant amount of money. He asks NPA to let members know the source of low-price material "since the price differentials are so great as to make the UK-produced equivalent unsaleable". ■

HEALTH CENTRE NEWS

■ Work has started for completion in 21 months on building the £734,476 health centre at 76 West Hill, Dartford for the **South East Thames RHA**. The RHA has been recommended to defer for three years, for a possible start in 1984-85, the proposed new Thamesmead main health centre at Greenwich, which was estimated would cost £3 million. ■

Soya baby foods on 'borderline' list

The new soy protein infant formula — Wysoy — researched and developed by Wyeth Laboratories has been approved by the Advisory Committee on Borderline Substances for prescription, particularly in cases of milk intolerance, and galactosaemia.

Hilary Adam, new product development manager for Wyeth nutrition division, says: "We are, of course, delighted. Wysoy has been effective in treating babies and children intolerant to cow's milk and we have had many letters from mothers who are delighted with their children's progress."

Wysoy is available in 500g, rip-top cans at a recommended price of £2.08 — plus a ready-to-feed Wysoy for use in hospitals.

The Advisory Committee on Borderline Substances has also agreed that Cow and Gate's Formula S soya food, launched earlier this year, can be prescribed for milk intolerance and galactosaemia.

Formula S soya food has been added to Cow and Gate's specialist food range to meet the needs of those infants who are not breast fed and who are allergic to cow's milk protein. It also meets the needs of infants, children and adults intolerant to lactose.

Additionally it is suitable for vegans,

and as a total replacement for cow's milk in the diet for older children and adults. The recommended retail price of formula S soya food is £1.70. ■

Cancer indicator for US market?

Fabergé have applied to the US Government Food and Drug Administration for permission to sell a breast cancer screening indicator on the American market, according to the *Sunday Telegraph*.

The BCSI is applied to the breast of a female patient to detect underlying pathology. The device utilises a chemical heat sensor that is enclosed in a wafer-thin pliant material and which can assume the contours of the breasts. The chemical heat sensor measures underlying breast temperature which is indicated by a change of colour of an indicator.

The company is hoping for a ruling by the end of the year and will then start marketing the BCSI in America and later Europe. No price has yet been decided but it is reported that Fabergé are aiming for the self-medication market. ■



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Mr H.A.E. Spalding, MPS, who has just retired as chief executive officer of Family Planning Sales Ltd, looks back at a varied career spanning a wide range of pharmaceutical activities. Born in Norfolk, he qualified as a pharmacist from the University of Nottingham, and after a spell in retail pharmacy spent his first career with Genatosan and Fisons Pharmaceuticals (interrupted by war service in the RAMC). He was appointed successively area manager, pharmaceutical sales manager, public relations executive, and superintendent pharmacist of GRS Ltd, spending 26 years with the sales department before becoming head of technical information services and PRO for Fisons Pharmaceuticals Ltd. His second career began in the 1960s, after he retired from Fisons, when he became organising secretary for the Oxford branch of the Family Planning Association. Later persuaded by Casper Brook, the director, to join the head office staff in London as supplies controller, he played a key role during the period of the FPA's most rapid expansion; since family planning became part of the National Health Service, he has been chief executive of the distribution company set up by the FPA. He is now planning an active and independent retirement — still, however, with pharmaceutical connections.

NEWS IN BRIEF

■ The new agent for cancer complications introduced by the Calmic medical division (C&D, August 29, p325, column 1) should read Coparvax injection.

■ Following TV and radio interviews with Unichem chairman, Norman Sampson, on Pride in-shop pharmacy computers, there has been much interest shown by the media generally and as a result "local" radio interviews have been held with Pride users on Radio Sheffield, Mersey, Brighton and BBC stations Leicester, Oxford and Derby. Further interviews are being planned.

■ The Institution of Chemical Engineers has published a new edition of its directory of consulting services available from chemical engineers (£6). Also published recently is "A User Guide to Dust Control" (£5.50) which gives information on selection, installation and operation of gas cleaning equipment associated with dusts and fumes. Both available from the Institution at George E. Davis Building, 165 Railway Terrace, Rugby CV21 3HQ.

By Xrayser

Diplomatic

I see that the administrator of the Dorset Family Practitioner Committee has asked the dispensing subcommittee to review the boundaries between urban and rural areas. In view of the fact that the committee has just met and declared an area within a mile of the centre of Christchurch to be rural in character, even though it is served by some six pharmacies, we must look very hard at the results of its deliberations.

For one thing, where an area has developed to a point where commonsense would acknowledge that it should rightly be classified as urban, doctors already dispensing there on the basis of a definition made 30 years ago, can hardly be expected to give up a part of their accustomed dispensing income, merely to set right a "definition".

It is my view that such are the financial interests (not to mention the united political muscle of the BMA) that attempts by local pharmacist-doctor committees to bring about realistic reassessment of the nature of developed and developing areas anywhere in England and Wales are doomed to sterile wrangling. If a change of boundaries is to be made it may have to be referred to the arbitration of an interested but non-partisan body like . . . dare I say it? . . . the DHSS? And the sooner the better because although area definitions are local, the problem is national and the decisions vital to our future.

Spare time

What a week this has been . . . and it's still not ended. I don't think I can remember having had so hectic a period for years, for with the sun well and truly out, the long dormant species *Homo spendiosomuchii* and the closely related *H. sunbathii*, finally surfaced from hibernation. They were observed clamouring without and within the portals of the chemist's shop owned by one Xrayser — who could not believe his luck as he sold his last camera (it's true), and the very last tube of suntan cream so he had no option but to hot-line to the wholesaler for more. In the midst of all this a new nursing home proprietor called to see if I would open an account and take their scripts, offering a bundle of them there and then to get the ball rolling.

No one said "No", but as the backlog of work on the bench rose, and the phone kept ringing, and consultations interrupted every job that was begun, doubts arose as to the wisdom of letting the senior take her holidays this week. In

the end the shop door was finally closed, and an hour cleared most of the work, with scripts put off by the promise of delivery being made up and packed into the car.

As I had promised to visit a friend at 7pm (he seems unlikely to leave hospital on his own two feet), I made that my first call, trying to unwind so as to present a tranquil and unruffled appearance. An hour later I was able to leave to make the deliveries on my way home, which I reached at 8.30pm (without actually getting a ticket from the kindly traffic cop who seemed so interested in the speed attained by my old car as I passed). And now, after dinner this Friday evening, here I am again with nothing to do but write 800 words about this week's events, in time to catch the post tomorrow, because Monday is a Bank Holiday and the postman won't be working . . .

Opren

This week saw more of the photo-sensitivity in patients taking Opren, with another two innocent inquiries for a painful "prickly heat" treatment — calamine? "The cream I used didn't seem to do any good." Inquiry revealed that although one patient had mentioned it to her doctor (and was given Betnovate) no-one had realised that Opren, which had been recently prescribed, might be the cause.

Our experience with something like a dozen to date is that there is no rash or redness, nor oedema, just a burning sensation which in sunlight is unbearably painful. I can't help thinking that the list of high-cost high protection sunscreens suggested by the manufacturers will do little to affect the correct clinical judgment, namely to change treatment of affected patients to an alternative drug . . . which is where we come in.

More pay

September 1 will see a new range of professional fees being paid to us as a result of the work of our negotiating body the PSNC. It is pleasing to see that after years of getting precious little for the supply and fitting of appliances and dressings, we are to receive a reasonable fee designed to recognise the work and time taken by such orders. In the past these often had to be put down in the balance sheet as a labour of love! ■

LETTERS

Rural pharmacy and the public interest

Last week's letter from my medical friend, Peter Hatherley (son of a pharmacist), assures you that he cherishes the existing good relationships with pharmacists; that he and his colleagues want to be sensible and maintain these good relationships, and accepts that "doctor dispensing" touches a sensitive spot.

It is well known, of course, that I opposed the Clothier standstill agreement from the outset, and still regard it as a disastrous sell-out for the pharmaceutical profession. It is also well known that I wish to stop doctor dispensing altogether.

This makes it difficult for me to discuss the maintenance of the "standstill" and I have, therefore, resigned from the local committee. It would be easier, however, to sympathise with Peter Hatherley if on the "official" dispensing committee he had taken the same stand as he did on the (unofficial) joint local committee, and made it impossible for his friends to start a dispensing practice in Burton which, as part of the borough of Christchurch in the conurbation of Bournemouth, Christchurch and Poole, is no more rural than Hyde Park or Hampstead Heath.

It is not possible to keep this as a local issue because it involves the recognition of pharmacy as a profession. Dispensing by non-pharmacists, with a total absence of pharmaceutical supervision, strikes a blow at the very basis of our profession, which ought to be united in self-defence and in the clear public interest.

The determined resistance of Dr Hatherley and his colleagues to the reservation of dispensing to the profession of pharmacy represents, it would seem, a claim not so much to *do* the dispensing as to be *paid* for doing the dispensing. If he

and his colleagues were required to operate under conditions, controls and inspections on the same basis as pharmacists, it is doubtful whether even the very substantial financial incentive would be sufficient to make it worthwhile.

As far as I am concerned, I do not believe that doctor dispensing is necessary at all, and would be happy to join our rural *medical* colleagues in any fight to have them paid properly for their *medical* duties — leaving pharmaceutical duties to the pharmaceutical profession.

We urban pharmacists cheerfully subsidise our rural colleagues — why cannot the medical profession do the same? And why, in all consciousness, should we have to subsidise the rural medical service in addition to the pharmaceutical?

Stanley Bubbs
Poole, Dorset

Right to challenge

The managing director of Optrex has endeavoured (Letters August 22) to justify the actions of his company by using the usual mumbo jumbo designed to say nothing in as many words as possible. The margins, good or poor, on Pharmacin, are in a sense incidental to whether it will be a credible product. To describe bringing out yet another aspirin formulation as "a well researched product" is, I would venture, a highly contentious statement.

I am interested to note his remarks concerning the "crucial importance of retail pharmacy in the sale and supply of our products", when one recalls that up to a few years ago all Optrex products were distributed solely through pharmacies.

We have every right to challenge any product which we think unworthy of our attention, and in view of Optrex's treatment of pharmacists in the recent past, I am only sorry that the NPA has not been bold enough to suggest that its members do not support this latest offering.

I wonder how many pharmacists have realised that they and the public are

already being taken for a ride with regard to the various eye drops at present marketed by Optrex — there are marginal differences between the formulae of the four all with supposedly different properties. It would be interesting to see how Mr Woodford justifies his company's policy on this score.

In the meantime I hope pharmacists will resist strongly the temptation to stock a product merely because it will be advertised and the initial bonus terms look attractive. It is important to remember that the appearance of a product on our shelves implies that it has our blessing.

J.V. Tapster
Abbots Langley, Herts.

PRESCRIPTION SPECIALITIES

Sanomigran 1.5mg

Wander Pharmaceuticals are introducing a 1.5mg strength Sanomigran tablet in packs of 28 (£6.02 trade).

The tablets are ivory/yellow, coated, bi-convex, 9mm in diameter with SMG/1.5 printed on one face. Each contains 2.175mg pizotifen hydrogen maleate which is equivalent to 1.5mg of base. *Wander Pharmaceuticals, Division of Sandoz Products Ltd, PO Horsforth Box 4, Calverley Lane, Horsforth, Leeds LS18 4RP.* ■

Manufacturers alter wholesalers' terms

Farillon Ltd distribute the products of Pharmacia (Great Britain) Ltd and Luitpold-Werk (Munich) and announce on their behalf, that the wholesaler margins given off NHS / trade prices have been reduced from 15 to 12½ per cent. *Farillon Ltd, Bryant Avenue, Romford RM3 0PJ.* ■



Can you think of a safer way to take a temperature than FeverScan?

FEVERSCAN. THE AMAZING FOREHEAD THERMOMETER FROM DENDRON.



Antabuse transfers to Weddel

Antabuse tablets (200mg disulfiram BP) will be marketed and distributed by Weddel Pharmaceuticals from September 1, and not by Berk Pharmaceuticals Ltd.

Packs will remain the same except for the introduction of the Weddel livery, address and licence details. There will be no change in presentation or formulation and existing shelf stock should be used first. Technical and medical inquiries can be made through the medical department at 14 West Smithfield, London EC1A 9HY. Factory orders and commercial queries should now go to Weddel. Wholesale terms will be trade less 15 per cent (50, £0.93). *Weddel Pharmaceuticals Ltd, Red Willow Road, Wrexham Industrial Estate, Wrexham, Clwyd LL13 9PX.* ■

Folvron markings

Folvron tablets are now being produced without the printing. *Lederle Laboratories, Division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 0AS.* ■

Praxilene 40mg amps

Lipha are to discontinue the 40mg strength of Praxilene ampoules when current factory stocks are exhausted. After that time orders will be met by Praxilene forte (200mg) ampoules. *Lipha Pharmaceuticals Ltd, Old Farm Road, West Drayton, Middlesex.* ■

Cox — 'identicoding'

Arthur H Cox & Co Ltd are gradually phasing in identicodes on their range of generic tablets. Their latest coding is on frusemide BP tablets.

The 20mg tablets will show "COX" on one side and the coding "FA" subdivided by a break line on the reverse. The 40mg tablets will show the code "FD" and "COX" subdivided by a break line on one side and will be plain on the reverse. *Arthur H. Cox & Co Ltd, Brookside Avenue, Rustington, West Sussex BN16 3LF.* ■

Medo cut range

Medo Chemicals have discontinued the following:— Potensan Forte, Dexamed, Hypertensan tablets, Thyropit,

DDSA's new propranolol tablet range is Angilol and not Anginol (C&D, August 22, p294). ■

Dermacaine, Dermamed ointment, Dioctyl ear capsules, Kethamed tablets, Pectomed syrup, Rapidal tablets, aspirin pink 150mg tablets, Zincomed capsules, Mag-sulph-et-arsen tablets, diethylpropion tablets, calciferol tablets, cough pills and piperazine citrate tablets.

No credit will be accepted for return of any of the products, the company states. *Medo Chemicals Ltd, The Lines, 130 High Street, Chesham HP5 1EH.* ■

Price reduction

Armour Pharmaceutical Co are reducing the price of Chenofalk capsules by approximately 45 per cent. The new trade price for 100 capsules is £17.19. *Armour Pharmaceuticals Co Ltd, Hamnden Park, Eastbourne, East Sussex BN22 9AG.* ■

Ciba discontinue packs and products

Ciba Laboratories announce the following changes in their product range.

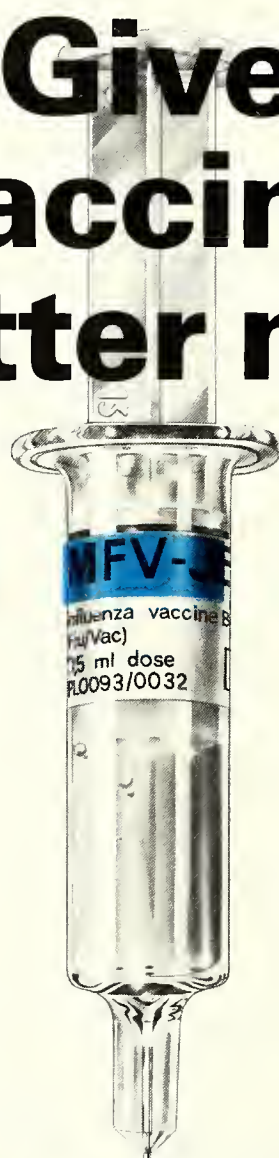
Packs of 28, Ludiomil tablets 150mg, are now discontinued. All other strengths, 10mg, 25mg, 50mg, and 75mg remain as before.

Packs of 25 Rimactane capsules 150mg and 300mg are both discontinued; 100s are still available.

Slow-Fe and Slow-Fe Folic tablets — packs of 30 now discontinued. Bubble packs of 150 and 600 tablets of both products remain in the range.

Entero-Vioform tablets and Ultadren tablets have been discontinued. *Ciba Laboratories, Horsham, West Sussex RH12 4AB.* ■

Give 'flu vaccination a better name



MFV-JECT

(influenza vaccine BP)

The split 'flu vaccine for your at-risk patients



Further information available on request:—
Servier Laboratories Ltd.,
Fulmer Hall, Windmill Road,
Fulmer, Slough, Bucks. SL3 6HH.

Colorfast aimed at 'neglected' sector in colour cosmetics

Max Factor are introducing a new range of colour cosmetics, Colorfast, into the upper-middle sector of the market, a part of the market they say which has been neglected — until now. The Colorfast launch platform is to be one of fashionable, wearable colours with performance.

The range, according to the company, has been created to ensure the user "looks best longer". Women nowadays are too busy either at work or at home to worry about their make-up and need confidence to believe it will last. "Now, with Colorfast, you can put your make-up on in the a.m. and forget it till the p.m.," they say.

And this strong performance claim is portrayed by Fiona Fullerton in television, POS and magazine advertising material.

The Colorfast range comprises long lasting eyeshadow (£2.30) which "colours in one stroke giving rich, velvety colour in both matte and frosted shades". Nine shades are available — burnished brown, sapphire, polished amethyst, blue mist, beige mist, rose mist, plum, shimmering copper and polished jade — and the eyeshadows come in elegant mirrored compacts.

Colorfast 'durability'

The "durability" of Colorfast is repeated in the long lasting mascara (£2.60) available in black, brownish-black, grey and navy. The mascara comes presented in a faceted metal capped container with a large spiral brush.

The ultimate lip colour discovery is how Max Factor describe the lipstick in



the range (£2.25). Consumer and laboratory tested, the lipstick they say "glides on easily, evenly and smoother" and with a rich, creamy formulation stays on longer. Twelve cream and frost shades are available — tea rose frost, snow rose, plum, coppershine, red, coral shimmer, chilled grape, wine, rose, orange, sienna and chilled peach. Packaging comprises a champagne and gold casing. There are also matching nail enamels (£2.25).

Other products in the range include a long lasting powder blusher (£3.25) in six shades — dresden rose, tawny rose, peach coral, soft summer peach, soft honey bronze and sun bronze — available in a mirrored compact and a light moisture liquid make-up (£2.95 a tube) in soft ivory, natural beige, warm ivory, natural blush, porcelain peach and honey rose.

Packaging for the range is gold cartoning, and for POS a brown counter merchandiser and a tester merchandiser will be available.

National television and Press campaigns for Colorfast will break September 17. The make-up range will go through chemist and departmental store outlets. It is not intended to replace any of the existing Max Factor ranges. *Max Factor Ltd, PO Box 7, Wallisdown Road, Bournemouth BH11 8PL. ■*

Adhesive Sunflower airfreshener

Bayer UK have introduced "the first adhesive decorative air freshener", designed they say specially for bathrooms and kitchens. This is an extension of the Bayfresh range — which the company claims captured 12 per cent of the 1980 airfreshener market.

The Bayfresh Sunflower (£0.69) has a flat, green leaf base with a self-adhesive pad attached, so the product may be stuck to any suitable kitchen or bathroom surface, including ceramic tiles. The leaf base also incorporates a hole to suspend the sunflower with wire or string. Recent consumer research, say Bayer, shows that 75 per cent of all UK households use an air freshener of some sort. Of these, 44 per cent use an adhesive type.

Air fresheners, it was found, are most commonly used in the bathroom / toilet (52 per cent of users), followed by kitchen (29 per cent), living room (25 per cent) and bedroom (6 per cent).

"Bayfresh Sunflower is a positive move away from the traditional image of stick-on air fresheners, which tend to be unattractive and designed to be hidden away," says Mr Richard Hart, Bayfresh product manager.

The company estimates the slow release sector will be worth £16m this year and increase by a further 19 per cent in 1982. Bayer now have a product for every room, with Bayfresh Roses for living and dining rooms and the Sunflower for the kitchen and bathroom.

The Sunflower will be promoted as part of the Bayfresh range in a £700,000 advertising and promotional campaign this year, including national television and women's magazines. *Bayer (UK) Ltd, Burrell Road, Haywards Heath, West Sussex RH16 1TP. ■*



Can you think of a safer way to test the temperature of baby's bottle than Milk Minder?

MILK MINDER. THE AMAZING BOTTLE THERMOMETER FROM DENDRON.



Philips out to strengthen their position with Ladyshave launch

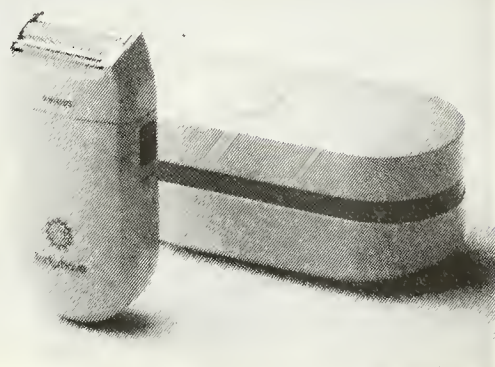
Philips are adding the Ladyshave Special HP2132 (£15.50) to their range of four Ladyshaves. It replaces the HP2115 which is being phased out. The new mains-operated Ladyshave Special combines two profile trimmers and a super thin shaving foil which the company says guarantees a better performance. The Ladyshave Special operates on all voltages between 110V and 240V.

Barry Coldbreath, marketing manager of personal care products, Philips Small Appliances, estimates the market grew from 270,000 to 680,000 pieces in the four years to 1980. And this year he expects it to grow by a further 40,000.

Competition has been good for the market he says — 46 per cent of 720,000 pieces is better than the 80 per cent of 270,000 Philips used to command. (Boots is credited with a 15½ per cent share of the present market, Braun 23-24 per cent, Remington 4 per cent and Carmen and other brands 12 per cent.) Mr Coldbreath is the first to admit product quality was not as good as it could have been in the early days but he believes these problems have now been overcome.

The female electric shaver market is now almost half the size of the men's shaver market and must soon start to level out but Mr Coldbreath believes a replacement market will grow maintaining sales levels.

Designed in light grey and pink the latest addition, the Ladyshave Special, has an angled head to give a comfortable shave both underarm and on the legs. The shaving-head flips up for easy cleaning and the coiled tangle-free flex folds away into the base of the gift case.



To launch the shaver, Philips are including a voucher for a free pair of Mary Quant tights in-pack. A pack announcement sticker and a new POS show card will be available to support the offer. The vouchers are redeemable until January 31 1982.

Strong positioning

"We are confident that Ladyshave's strong position as outright brand leader in the rapidly growing ladies' electric shaver market will be strengthened by the addition of this exciting new Ladyshave Special," says Mr Coldbreath.

"Since 70 per cent of all Ladyshave sales are in the gift market, we are convinced that the new Ladyshave Special, with its superb packaging and elegant design, will be an automatic choice for everyone's Christmas gift list."

Television and women's press advertising will run in the pre-Christmas period and a refund offer will be available.

Mr Coldbreath is pleased with results since the union with Sangers Agencies and

believes considerably more product has gone through them than the previous wholesalers. Chemists, he feels, are missing out on an opportunity if they do not stock electrical goods, and points out that they sell a lot of depilatory creams so why not electric shavers? Minimal stocks, he argues, are ample for most of the year except Christmas and does not tie up too much money. *Philips Small Appliances, Drury Lane, Hastings, Sussex.* ■

Babettes coupon

From now until the end of October, Robinsons of Chesterfield are carrying a 20p money-off next purchase coupon on their Babettes 20s packs of disposable nappies. *Robinsons of Chesterfield Ltd, Wheat Bridge Mills, Chesterfield.* ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Aspro Clear:	All areas except U, E
Bic roller pen:	Y
Clinomyn:	Sc
Cream Silk:	All areas
Ex-lax:	So
Farley's rusks:	Ln, Y, NE, M, Lc
Gibbs SR:	Ln, Lc, So, A, U, B
Kleenex family toilet tissues:	All areas
Oil of Ulay:	Ln, Lc, Sc, So
Paddi Cosifits:	All areas
Rennies:	All except U, E
Sanatogen multivitamins:	All areas
Sunsilk shampoo:	All areas
Urocare garments:	M



Can you think of a safer way to test the temperature of baby's bath than Bath~rite?

BATH-RITE. THE AMAZING BATHWATER THERMOMETER FROM DENDRON.



Sangers Agencies — details of two further accounts

Sangers Agencies have announced details of two further accounts, bringing the number of clients they now service to ten. The two new additions are Demak'up, a European brand of make-up remover pads and the E.R. Holloway range of oral hygiene and toiletry brands.

Manufactured in France by Tempo Sanys, a subsidiary of V.P. Schickedanz of Germany, Demak'up is credited with a 54 per cent value share of the French make-up remover pad market, a 67 per cent share of the Belgian market and 86 per cent in the Netherlands. And Sangers anticipate similar success in this country, pointing out the only direct rivals already on the market are Boots' own brands and Tender Touch cleansing pads.

Demak'up is especially designed for make-up removal. It is 100 per cent pure cotton wool and the manufacturers say outperforms cotton wool rolls and pleats, cotton wool balls, paper tissues and soap and water.

Advantages they attribute to the pads over rival products include the pure cotton content which means the pad does not "fluff" up and cause possible irritation to the eyes, the pre-cut size which saves on wastage, absorbing just the right amount of make-up remover yet shaped at the same time to give a thorough cleansing.

An advertising campaign, based on French success, has been devised with an educational copyline stressing the purpose of the pads as a beauty product.

Research in France found that 94 per cent of women in a test market liked the product and of these 80 per cent were willing to purchase the pads. Sangers estimate that some 10 million women in



the UK regularly use make-up and judging by the French test market a large percentage of these would be potential users.

A consumer Press campaign, breaking in February and running through to July, will appear in *Cosmopolitan*, *She*, *Vogue*, *Living*, *Company*, *Over 21*, "19", *Honey*, *Woman's World* and *Beauty and Skincare*. The campaign will be worth £100,000 and it is estimated it will reach 65 per cent of the target audience.

Demak'up comes in a drawstring dispenser pack holding 80 pads (£0.99) which come out individually from the pack base.

Samples are currently being mailed out



to all retail pharmacies and there are plans for both an on-cover sampling operation and a dispenser offer in the consumer Press. Joint on-pack promotions are also possible with the major make-up houses.

POS material available will include a shelf-talker, a sticky hook for display purposes, and there will be an in-store merchandiser holding 35 packs.

E.R. Holloway range

Sangers Agencies will also be responsible for the distribution of a number of oral hygiene and toiletry brands in the E.R. Holloway range. The initial range to be handled includes the Superdent denture cleanser range (30s, £0.67; 20s, £0.47; powder 300g, £0.79 and extra clean 25s, £0.67), Ambray liquid soaps (£0.99, refills £0.75) and English Beauty soaps (£1.01, box of three £2.84). Further products are to be introduced at a later stage.

Superdent is already credited with sales of over £3m at rsp but Holloways are now "seeking to widen their distribution and increase the volume of sales by introducing Superdent to the chemist trade". And they say they are expecting great things from their partnership with Sangers Agencies. To launch the products to the chemist trade a special promotional package has been devised. *Sangers Agencies Ltd, Ramsbury House, High Street, Hungerford.* ■

Parke-Davis extend Test market

Parke-Davis have extended their test market for Benlyn expectorant 250ml from Scotland to the Southern television region. *Warner-Lambert (UK) Ltd, Usk Road, Pontypool, Gwent NP4 0YH.* ■



Can you think of an easier way to give medicine to a child than Medi-Spoon?

MEDI-SPOON. THE AMAZING INFANT MEDICINE SPOON FROM DENDRON.



Soft Step sandals to go national

Scholl are launching Soft Step sandals nationally with their 1982 exercise and comfort sandal range. And the company believes this will give retail pharmacists an opportunity to expand their share of the footwear market.

At the regional launch of Soft Step, Scholl found many consumers were previous non-users, 25 per cent of these in the 55 plus age group. (Target market had been set as the 25-55 category.)

The Soft Step range (see *C&D*, May 2, 1985) comprises six styles (£15.49-£17.49) featuring a light pliable base not previously associated with Scholl sandals. The "money-back comfort guarantee" will continue to be offered.

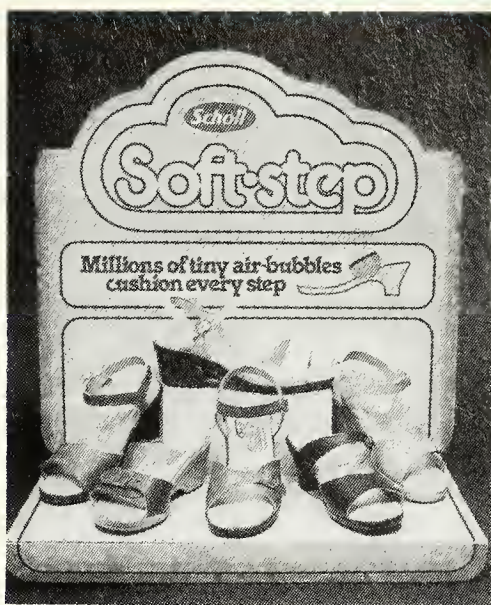
Additions to the exercise and comfort sandals includes a new colour, lipstick, to the traditional wooden exercise sandals, and moss to the high-heeled leather look sandals.

In the medium-heeled sandal range, the colour of the soling has been changed from white to light brown. Three designs are available, a new slim-strap design and an adjustable T-strap sandal in both a new shade and in mediterranean blue.

All high-heeled sandals now have a beechwood base. New styles include a non-adjustable two-strap sandal with decorative trim and a new adjustable two-strap version in navy. There is a new heel-strap sandal with platinum leather uppers and completing the category is another anklestrap sandal with tawny leather uppers.

Children's and men's wooden exercise sandals have been discontinued but two new shades, pampas and marine have been added to the towelling range.

Price increases have been restricted to 1 or less with no increases occurring on 50



The Soft Step display showing the six styles in the 1982 range

per cent of the range. Display material suitable for any space size is now available for all sandals.

Advertising will include a national television campaign, together with women's and teenage Press advertising. The 1982 promotional spend is set at £750,000. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH. ■*

Delrosa facelift

Delrosa is being changed to a sucrose-free formula and given a label facelift to update the brand's image whilst retaining customer recognition.

The changes will be supported by a campaign of colour advertisements in baby care publications throughout Autumn and an exhibition programme backed by advertising in *Health Visitor*. In addition, there will be a sampling scheme to 625,000 new mothers as they leave hospital and for the retailer shelfstrips will be available. *Sterling Health, Surbiton, Surrey KT6 4PH. ■*

Food Brokers to market Drink 10

Food Brokers has entered into an agreement with the Eckes Group of West Germany whereby they will market mixed fruit drink, Drink 10, in the UK.

Drink 10 contains "10 essential vitamins and 10 pure fruit juices" they say. In West Germany it achieved sales of £8.7m in its first year. The ten natural fruits used in the formulation of Drink 10 are pineapple, banana, umbu, peach, orange, apple, apricot, mango, guava and maracuja.

Food Brokers and Eckes anticipate "exceptional acceptance" in the UK for Drink 10 which will be sold through grocery, supermarket and chemist outlets. The launch, starting in October, will be backed by a media spend of £700,000 in the national and women's Press, colour supplements and a television campaign in the London region. *Foodbrokers Ltd, Esher, Surrey KT10 9EP. ■*

Aptamil added to Milupa range

Milupa have added Aptamil, (300g, £1.02) a granulated infant formula, to complement Milumil. Aptamil, they say, is a highly modified milk with a low sodium level. It has an adapted protein content and added trace minerals. Whereas Milumil is a milk suitable for babies needing a more satisfying milk food and for use when breastfeeding ends Aptamil, they say, may be preferred for newborn and very young infants who are not being breastfed. Both may be used from birth onwards throughout the milk feeding stage. Aptamil will be available in cases of 12. *Milupa Ltd, Western House, Hercies Road, Hillingdon, Middlesex. ■*

Can you think of an easier way to increase your profits?



Fever Scan, Medi-Spoon, Milk Minder and Bath-rite. Four ideas that appeal to young mums. Four products that can be displayed on our attractive counter top dispenser. Supported by colour advertising to mother. Four ways to boost your profits.

contact Dendron Limited, 94 Rickmansworth Road, Watford, Herts WD1 7JJ. Tel. (0923) 29251.

THE BIGGEST PREVENTATIVE SINCE THE PILL.

We're launching Oxy Wash with the provocative line 'Birth Control for spots.' Because that's exactly what it does.

It prevents spots before they ever get a chance to form.

And we know it's going to be successful because it contains the same special ingredient that made Oxy 5 and 10 so popular.

Oxy is the only wash that



contains 10% benzoyl peroxide – proved clinically to be effective in preventing spots.

As well as teenage press, we're already using a heavy-weight radio campaign to launch Oxy Wash.

Make sure you're well stocked up by ordering through Pharmagen, because nothing will stop them asking for Oxy Wash.

Mavala and Payot distribution

From October 1 Mavala will be responsible for the marketing and distribution in the UK of the Payot range of skincare products.

Payot are currently third ranking skincare house in France "and there is no reason" maintains Mavala managing director Edward Harrison, "why the brand should not make good headway in this country."

There are zones of the female body where Payot has an unrivalled experience with skincare products he says, and "we shall be taking this message initially to the professional beautician and then to a wider audience. Experienced beauty consultants will be joining us with a roving commission to sell into salons, selected chemists and department stores, to train and explain."

A presentation of the new Payot will be at the Salon '81 exhibition in Earls Court running October 3-5 where literature, demonstration packs and display items will be available. *Mavala Laboratories Ltd, Morewood Close, London Road, Sevenoaks, Kent.* ■

Bath gel range

Woods of Windsor are launching a new range of foaming bath gels in four fragrances — lavender, wild rose, honeysuckle and lily of the valley — which co-ordinate with Woods' perfumed



drawer liners, bath cubes, fine soaps, toilet waters and talcum powders.

Each envelope contains 3 x 12gm sachets of the foaming bath gel (£0.75), and a counterpack containing 48 envelopes is available at a trade price of £18. *Woods of Windsor Ltd, Queen Charlotte Street, Windsor, Berks.* ■



Luma 400g size

Luma bath salts are shortly to be available in a new bright blue 400g size. This replaces the 500g size. Trade and retail prices remain unchanged. *Sestri (Sales) Ltd, Kingsend House, 44 Kingsend, Ruislip, Middlesex HA4 7DA.* ■

The new wire merchandiser holding eight dozen Oral B toothbrushes. *Cooper Health Products, Gatehouse Road, Aylesbury, Bucks.*

Why is NYLAX such a successful OTC laxative?

There are 5 simple reasons:

- Contains Vitamin B₁
- Gently efficient action
- Meticulous quality control
- Excellent value for money
- Consistent mass-market advertising



NYLAX SELLS WITHOUT EFFORT —
when you display — naturally it sells faster.

Direct from
BRITISH CHEMOTHEUTIC PRODUCTS LTD.
Kemtheutic House, Grant Street,
Bradford, BD3 9HF. £3.60 per dozen.
Telephone Bradford (0274) 22005,
or ORDER IN SINGLES from your
usual wholesaler.

'Constipation should always be treated properly'
with a modern, effective laxative which has a gentle action. NyLax is ideal because its special formula is meticulously prepared and produced under the strictest quality control, and contains three herbs. It also helps to oxidise the sugars and starches, and safeguards against any possible deficiency of Vitamin B₁ in your diet.

Product Controller: Vitamin B₁ (3mg per tablet) from chemists and health food stores. If you suffer from constipation try NyLax. And it's good value too at only 46p for 30 tablets.

NYLAX
THE KIND AND GENTLE VITAMIN LAXATIVE

SLIMMING YOUR DIET?
Many people on slimming diets become constipated because the bulk foods are reduced. Constipation is a strict elimination of waste products which may retard the beneficial effect of the diet. Take NyLax the gentle vitamin laxative containing 3 herbs. NyLax also contains vitamin B₁ (3mg per tablet) which helps to oxidise the sugars and starches and safeguards against any possible deficiency of Vitamin B₁ in the diet.

And it's good value too at 46p for 30 tablets from chemists and health food stores.

NYLAX
THE MODERN VITAMIN LAXATIVE

Almost 1 in 3 adults suffer at times from constipation...

Incredible as it may sound — about 1,730,000 of us every week. And the sensible ones prefer a gentle laxative. That's why so many people are choosing NyLax — the kind and gentle vitamin laxative containing 3 herbs.

NyLax also contains vitamin B₁ (3mg per tablet) which helps to oxidise sugars and starches, and safeguards against any possible deficiency of this essential vitamin in the diet.

NYLAX
gently RESTORES...

DOES YOUR CONSTIPATION GIVE YOU HEADACHE?
You, like other women, need a gentle acting laxative. Many people suffer headache and lassitude when they become constipated. If they remove the constipation quickly but gently with NyLax they usually find the headache disappears too.

NyLAX is the modern laxative, containing herbs and vitamin B₁ (3mg per tablet) which evacuates the bowels, and helps to oxidise the starches.

NYLAX
If you are constipated — try NyLax. From chemists and health food stores.

The gentle but effective answer to constipation is **NYLAX**.
From chemists and health food stores, 30 pills for 46p.

It contains several active herbs, with vitamin B₁ which helps to oxidise excess starches.

The modern vitamin laxative

Trio of childcare products

The manufacturers of Fever Scan, Rolenworth Ltd, are introducing three new childcare products, two of which use the Fever Scan principle of liquid crystals that change colour at certain temperatures.

Bath-rite (£1.95) is a strip of plastic incorporating crystals designed to work at the correct bath water temperature for a baby. It has three graduations carrying the

words "too cold", "just right", and "too hot". Milk Minder (£2.45) is a plastic collar that clips round the feeding bottle. It has the same graduations and words as the Bath-rite but also carries pictorial indicators.

The third product is Medi-spoon. This is a small plastic cylinder with a base closing off one end and a spoon at the other. The cylinder is calibrated in both 1ml and ¼ teaspoon divisions going up to 15mls (3 teaspoons) to ensure accurate medicine dosing for babies and children. It is made of food-grade polypropylene and can be sterilised by the usual methods such as Milton or boiling water. A red

stopper is supplied which can be fitted into the open end. Retail price is £1.65.

All the products are carded with the title displayed across the top and full instructions on the reverse. Dendron are the distributors and they can supply a counter display unit holding two dozen Fever Scan, six Medi-spoons, three Bath-rite and three Milk Minders on which "substantial" bonuses are available.

Full page colour advertisements will run in *Mother, Parent* and *Mother & Baby* every month until February. Rolenworth Ltd, Greys Road, Henley-on-Thames, Oxon RG9 1SB. Distributors are Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ. ■

Now in new mint flavour Emoform®

Emoform, the medicinal dental paste widely recommended by dentists for sensitive teeth and gums is only sold through chemists.

Ask your Wigglesworth representative about bonus offers.



PHARMACEUTICAL MANUFACTURING COMPANY
Westhoughton, Bolton BL5 3SL Tel: 0942 811567
A member of the Willows Francis Group

Family Doctor women's guide

"Women only — a gynaecological guide" is the latest Family Doctor booklet. Written by Professor Philip Rhodes, the booklet (£0.50) will be published on September 8. Supplies are available to members from the National Pharmaceutical Association, or from *Family Doctor Publications, BMA House, Tavistock Square, London WC1H 9JP.* ■

Cox bonus

Arthur H. Cox are offering a bonus of 3 dozen for every 12 dozen ordered. The offer is available on Mackenzies decongestent tablets, antitussive linctus, bronchial balsam and mixture (extra strong), catarrh & bronchial syrup, children's cherry cough syrup, Cold Discs, and nasal spray. *Arthur H. Cox & Co. Ltd, Brookside Avenue, Rustington, West Sussex BN16 3LF.* ■

J&J activity

A 30ml bottle of Johnson's baby bath is to be banded with Johnson's baby powder. Both the economy (298gm) and the extra economy (454gm) sizes are included in this promotion. *Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA.* ■

Dermalex lotion

We have been asked to point out that Dermalex skin lotion, omitted from the August C&D Price List through a computer error, is still available. The product appears in the current September List. *Dermalex Co. Ltd, 146 Kilburn High Road, London NW6.* ■

Efamol – the natural protector



Efamol preparations contain evening primrose oil, the richest natural source of the essential fatty acid gamma linolenic acid (G.L.A.). This polyunsaturate is of great importance in the human diet. It is associated with many of the body's internal control mechanisms, particularly through the synthesis of prostaglandins, a group of chemical entities which themselves play an important role in regulating body functions. These functions include the maintenance of normal cholesterol levels, blood pressure and blood flow, a healthy skin and maintaining a normal menstrual cycle. Unfortunately, although G.L.A.'s precursor, linoleic acid, is present in many foods, it is inactive until

converted into gamma linolenic acid. Our modern Western diet and way of life seem to inhibit this natural conversion. Also, as we get older, our bodies seem to lose their natural ability to make this conversion.

Efamol 250's unique formulation contains evening primrose oil, which has a very high concentration of readily available G.L.A., thereby sidestepping any metabolic blocks within the body. It also contains safflower oil and linseed oil to supply a wide range of other essential fatty acids, all vital for normal metabolism.

A vitamin and zinc supplement to maximise the beneficial effect of Efamol has been specially formulated in the product Efavite.

Available now from Health Food Stores and selected chemists. If you experience any problem in obtaining supplies, or require further information, please complete and return the coupon below.

Efamol 250 contains:

Evening primrose oil	250mg
Safflower oil	200mg
Linseed oil	50mg
Vitamin E	10mg

Efamol 500 contains:

Evening primrose oil	500mg
Vitamin E	10mg



Efamol[®]
evening primrose oil
the natural source of G.L.A.

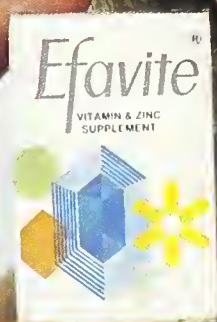
Please send me further information on Efamol/Efavite

Name

Address

Cut out and return to:
Britannia Health Products Ltd 7-11 High Street, Reigate, Surrey.

Efavite (Vitamin & Zinc Supplement) the perfect complement to Efamol



Efavite has been specially formulated to promote optimal utilisation of the essential fatty acids contained in Efamol.

Efamol already contains Vitamin E, which is essential to prevent the oxidation of unsaturated fats and to help stabilise the essential fatty acids in the oil.

Efavite is a balanced formulation of Vitamin C (ascorbic acid), Vitamin B6 (pyridoxine), nicotinamide (Vitamin B3) and Zinc (as Zinc Sulphate).

Vitamin C acts as an antioxidant and helps the conversion of dihomogamma-linolenic acid to prostaglandins.

Vitamin B6 and nicotinamide are also necessary for the biochemical conversion process of essential fatty acids. B6 also plays an important role in the health of muscles and nerves.

The zinc supplement contained in Efavite is a component of more than eighty body enzymes and

hormones. It is essential for the first stage in the conversion of essential fatty acids to prostaglandins.

To obtain maximum

benefit from Efamol, you should take two Efavite tablets with each capsule of Efamol 500, one Efavite with each capsule of Efamol 250.

Efavite®

Vitamin & Zinc Supplement

influvac[®]

Influenza vaccine BP

BRITAIN'S MOST WIDELY PRESCRIBED FLU VACCINE

Influvac is available in the innovative
Mini-Cartrix syringe, and in vials of
10 dose and 50 dose

Order early

influvac[®] real protection against 'flu

Composition: An inactivated influenza vaccine composed in accordance with the recommendations of the W.H.O. **Indications:** Prevention of influenza, especially in persons suffering from chronic bronchitis and other 'high risk' conditions such as heart, chest or renal disorders, those over the age of 50, key personnel. **Presentations and Basic NHS costs:** Single dose pre-filled syringes £2.20. 10 dose (5ml) vials £20.10. 50 dose (25ml) vials £95.10. **Product Licence No:** 0512/00 52.

MUCRON - ALREADY THE BRAND LEADER BY A MILE - IS GOING ON TV FOR THE FIRST TIME!



Yes — this September Mucron hits the box in a big way
IN ADDITION to heavy national press advertising.

- * The TV Campaign spans almost a *whole year* starting mid September 1981.
- * Covers 80% of the country.
- * 93% Adult coverage with average of 16.5 opportunities to see.
- * Not one, not two, not three but FOUR compelling 20 and 10 second commercials.
- * Plus large space special positions in all popular Dailies and Sundays.

Be prepared
for the extra and
profitable sales
**CHECK YOUR STOCKS
AND BUY IN
NOW!**

Mucron-THE BRAND LEADER

Another Guaranteed product from Interlabs.

COUNTERPOINTS

Pifco addition of four hairdryers

Further Pifco introductions include the Orbit 1200w hairdryer (£9.25). This is one of four being launched by the company this month.

In a beige and brown design, the 1200 watts of drying power are controlled by a four position slide switch set in the handle offering low speed and heat, medium speed and heat, or high speed with high heat to suit various hairstyles and types.

The Orbit 1200w is lightweight, easy to hold and easy to clean. The large air outlet gives a wide spread of air for quick drying, and a detachable blow wave nozzle is provided for precise styling.

Fitted with a self re-setting safety cut-out plus a back-up thermal overheat fuse, it measures $8\frac{1}{4} \times 6 \times 4\frac{3}{8}$ in ($210 \times 150 \times 110$ mm) and weighs $10\frac{1}{2}$ oz.

Also due to be launched at the end of September is a folding salon hairdryer, (£39.95) designed for home use.

"We are one of the few companies to have stayed in the salon-style hairdryer market," say Pifco, "and are aware therefore of the clear increase in demand for this type of dryer, due no doubt to increased hair-dressing salon charges and the growth in the number of freelance hairdressers visiting clients in their homes".

The new Pifco model folds away easily, with base and hood forming a compact carry case which is both easy to store and transport. The hairdryer weighs only 8lb and when closed stands at just under 11in.

With 700 watts of drying power, the hood design with over 150 air vents is said to ensure even air and heat distribution all around the head. The tilt of the hood is adjustable and the hairdryer is quiet in operation.

A five position switch allows selection of three heat levels, plus an extra cool setting and "Off".

Lightweight hairdryer

Finally there will be a lightweight hairdryer which has fast drying power and is dual-voltage. There are two models — styled in white, Cosmopolitan is for the ladies, while the men's version, Executive is black in finish.

With 1000 watts of power, each hairdryer comes complete with blow-wave attachment and has its own matching travel case.

The three position switch gives a choice of high speed and heat, low speed with low heat and "off". A self-resetting



cut-out is incorporated and the hairdryer measures $7 \times 5\frac{1}{4} \times 2\frac{3}{4}$ in and weighs $17\frac{1}{2}$ oz. *Pifco Ltd, Failsworth, Manchester M35 0HS.* ■

Sunbeam support

Sunbeam Electric are supporting their over- and under-blanket range with Press advertising. Selected consumer home interest publications will be used near Christmas.

The recently extended range comprises five under- and three over-blankets in a variety of sizes and models. The most recent addition is a dual control, three-heat double under-blanket which measures 60 by 48 in. *Sunbeam Electric Ltd, East Kilbride, Glasgow G74 4PR.* ■

milupa® have the formula for growth! New Aptamil to complement the growing success of Milumil



New Aptamil
— a fully adapted baby milk formula that may be preferred for the newborn infant where breastfeeding is not chosen or isn't possible.



Milumil
— a modern modified baby milk that is particularly suitable when baby needs a more satisfying milk food.

Aptamil and Milumil meet the latest DHSS recommendations for the composition of infant formulae and are granulated for easy mixing and measuring.

Available now from your local wholesaler.

milupa®

The new generation of Baby Foods
Milupa Limited, Milupa House, Hercies Road, Hillingdon,
Middlesex UB10 9NA Telephone: Uxbridge 59851

NEW
'counter prescription'
from WinPharm

Franolyn Expect.

**The entirely
 NEW treatment
 for chesty coughs**



The right scientific pedigree

Each 5ml of Franolyn Expect contains:
 Theophylline BP (Anhydrous) 60mg. Guaiphenesin BPC 25mg. Ephedrine BP 4.75 mg.

It's this unique formulation that makes
 Franolyn Expect the ideal expectorant for you to 'counter prescribe'.

Franolyn Expect reduces congestion

The ephedrine present in Franolyn Expect, by binding to the alpha receptor sites on blood vessels, reduces the degree of vasodilation in the upper respiratory tract, thus easing inflammation and reducing congestion in the bronchial tree.



Franolyn Expect dilates the bronchial tree

Ephedrine also binds to the beta-receptors on the smooth muscle around the bronchi and bronchioles resulting in muscle relaxation and so achieving bronchodilation.⁵ This action is reinforced by the inclusion of theophylline which interferes with the intracellular breakdown of cyclic adenosine monophosphate (AMP) – a key factor in the regulation of muscle contraction.^{5,6}



Franolyn Expect reduces mucus viscosity

Franolyn Expect contains the well known expectorant guaiphenesin, which has long been accepted for its ability to increase the output of respiratory tract fluid, consequently improving the flow properties of tenacious bronchial mucus.

Franolyn Expect increases air flow

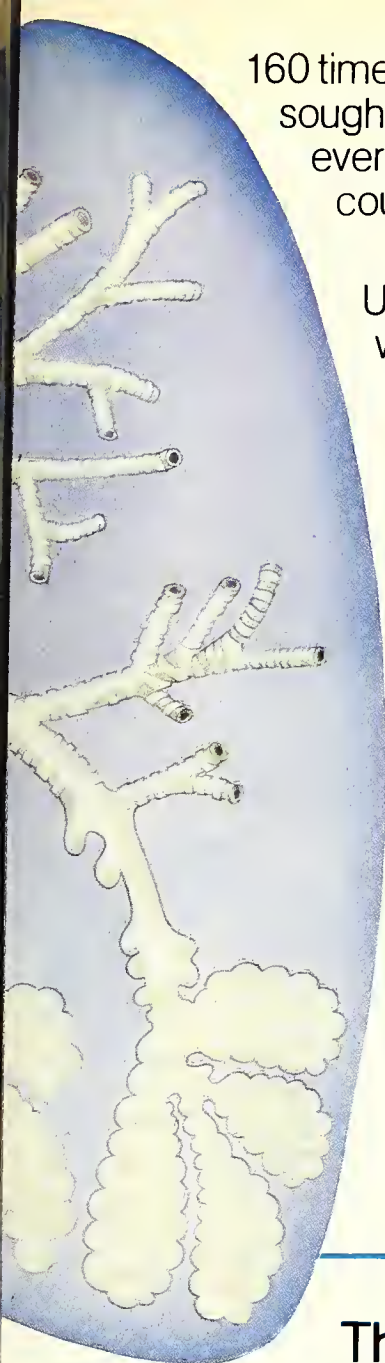
By reducing congestion, dilating the bronchial tree and reducing mucus viscosity, Franolyn Expect achieves the fourth of the ideal criteria for an expectorant – increased air flow.

Franolyn Expect gives prompt & prolonged relief

Ephedrine has a rapid onset of action whilst that of theophylline is relatively slow but more prolonged. This prompt but prolonged relief of their combined action is not merely additive but, clinical studies suggest, actually synergistic in that they reinforce each other's bronchodilatory effect.⁷

Franolyn Expect does not cause drowsiness

Unlike many other over-the-counter cough remedies, Franolyn Expect relieves symptoms without causing drowsiness. This makes it ideal for ensuring that your customers' normal daily routines are not impaired and is particularly valuable in not affecting their concentration or alertness.



160 times every month, on average, your professional advice as a pharmacist is sought in the treatment of coughs and colds.¹ This significant fact, borne out in every recent survey, puts cough and cold remedies "Top of the League" in counter prescribing.^{2,3,4}

Until now you've only had half the answer. This year WinPharm have come up with an entirely new treatment for chesty coughs – Franolyn Expect.

New Franolyn Expect has an unique pharmacological profile and, compared with six of the best-selling over-the-counter cough remedies, Franolyn Expect alone fulfills all the criteria required of an ideal cough treatment – including that of not causing drowsiness.

Brand	1	2	3	4	5	6	Franolyn Expect
Reduces mucus viscosity		✓		?		✓	✓
Reduces congestion			✓		✓	✓	✓
Dilates the bronchial tree					✓		✓
Increases air flow					✓		✓
Rapid and long lasting relief							✓
Does not cause drowsiness	✓	✓					✓

The right commercial profile

Franolyn Expect now gives you the opportunity to "counter prescribe" an entirely new treatment for your customers. Like all WinPharm products, Franolyn Expect is:

- Distributed only to pharmacies
- Not advertised to the public
- Backed by Winthrop resources
- Comprehensive information facilities

PLUS

- Entirely new scale of introductory margins.

Each order you place for Franolyn Expect will bring you a really special level of bonus which could show you as much as **£34.38 profit on a £37.62 outlay**, equivalent to over 91% on cost or nearly 48% on net sales value, at best terms. See your WinPharm representative for full details.

References

- 1 Phelan, M.J. and Jepson, M.H., Pharm J., 1980, 225, 584
- 2 Boylan, J., Pharm J., 1978, 221, 328
- 3 Dale, G.E., et al., ibid, p386
- 4 Martin-Hamblin Research, Chemist & Druggist, 1978, 210, 37
- 5 The Pharmacological Basis of Therapeutics, 6th ed., p602, Goodman, L.S. and Gilman, A.G., Macmillan, 1980
- 6 Textbook of Pharmacology, 2nd ed., p24 11, Bowman, W.C. and Rand, M.J., Blackwell Scientific, 1980
- 7 Lyons, H.A., et al., Curr Ther Res., 1975, 18 (4), 573

PLUS • Special backing for local pharmacies

Special window displays

Designed to suit all shapes and sizes of window area, these highlight the pharmacist's professional skill and expertise and stimulate the public into asking for advice.

Key sites for poster campaign

Carrying a message which will motivate cough sufferers into asking for their local pharmacist's professional advice.

In-store sales aids

To assist in counter prescribing Franolyn Expect, a number of sales aids are available recommending that your customers should seek your advice about chesty coughs.

No one but WinPharm can claim to repay so handsomely the time and professional effort you spend in actively "counter prescribing" for chesty coughs.



WinPharm

Working with pharmacy for a healthier future

Full information is available from WinPharm, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey, KT6 4PH.
"Franolyn" is a registered trade mark.

Heard any good scripts lately?

Radio Script

Client	Addis	Job No.	B5091
Product	Wisdom Mouthmaster	Length	30"
Title	Michael Aspel – Monday	Date	15.5.81

M/FX: DISCO-STYLE MUSIC TRACK
"BRUSH, BRUSH, BRUSH".

MVO: Good morning, Monday Face! Take a look at that toothbrush of yours. Give the bristles the thumb-flick test. Are they splayed out and kind of flooey?

Dentists agree that if you really want to take care of your teeth you've got to change your toothbrush regularly. Six out of ten people with teeth choose Wisdom! Wisdom invented the toothbrush. Choose your Wisdom from about a zillion colours and styles, including the splendid Wisdom Mouth Masters. Do it today! Your teeth won't hang about for ever.

M/FX: MUSIC UP.



Mouth Master Midi
Four-row head – ideal for those who prefer a substantial brush of medium length.

Every morning we're telling your customers to take a good look at their toothbrush...and buy a new one.

We've worked out that three-quarters of your customers wake up between 7.30 and 8.00, and one of the first things they do is brush their teeth...or forget to.

So we've scheduled prime-time radio advertising every morning around 8.00 (an hour later on Saturday) with a light-hearted reminder to do what they should, but keep putting off – buy a new toothbrush!

We'll be on every commercial radio station in Britain – every other week from now to November.

There are 12 scripts and we reckon that 7 out of 10 adult listeners in Britain will have heard this one or one of the other 11 by the end of the first month. That's 20 million people!

Nobody has ever done anything quite so ambitious before on British radio.

It's bound to bring the toothbrush to the front of every listener's mind – and we've designed a whole range of related point-of-sale material for you to take advantage of it.

Mouth Master
Three-row head, ideal for adolescents or smaller mouths.

Mouth Master Minor
Designed for children and those who prefer the smallest head size.

Mouth Master Major
Four-row head – of a size suitable for the average adult user.

Space Master
Advanced interproximal design. Four tapering tufts ensure a much gentler action on the gums and easier access between the teeth.

So make sure you have a plentiful stock of this best-selling Wisdom range on hand, particularly the best-of-British brushes we feature in the commercials, the Mouth Masters.

The Mouth Master range features:
* Straight, easily held handles enable heads to reach all areas of the mouth.

* Multi-tufted, flat-trimmed heads for more effective plaque removal.

* End-rounded nylon filaments to avoid soft tissue damage.

* Round-head shapes for greater mouth protection.

To complete the range:

* **Wisdom Dental Floss**
Unwaxed in plain and mint.

And new waxed in plain flavour.

* **Wisdom Disclosing Tablets**
With two-colour action.

Mouth Masters
by **WISDOM**
The best-of-British brush

For further information contact:
Addis Ltd., Ethical Division, Ware Road,
Hertford, Herts. SG13 7HL.

Toothbrush Manufacturers since 1780.

Christmas Gifts



Following our Christmas Gifts supplement (*C&D*, July 4) further plans have been announced. Croydex have introduced a Christmas promotion pack (1) which includes 9 Cameo shampoo sprays, 6 Croydelle safety bath mats, 3 bath pillows and 3 bath back rests and pillows. Trade price for the parcel is £53.97.

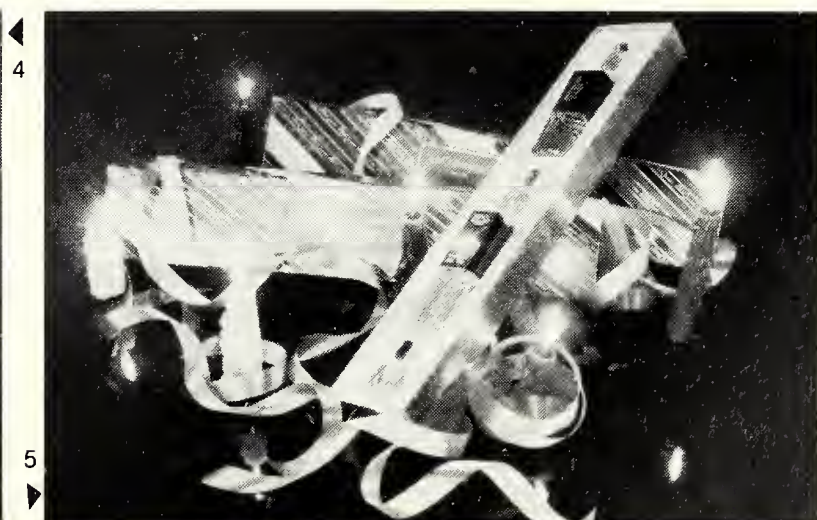
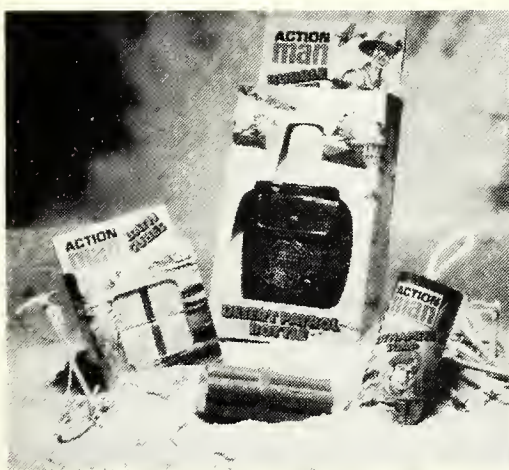
An Action Man bath set (2) is new to this year's Fassett & Johnson range. It incorporates dynamite soap (£0.75), depth charge bath cubes (£0.55) and a desert patrol bottle filled with bubble bath (£1.25).

Ideal stocking fillers according to Addis are their Toy-lettries range. This selection of three bubble baths come presented as a pillar box, police box and telephone box (99p) which can also be used as money boxes when empty. Toy-lettries (3) come in their own Christmas display bin.

In the Lancôme collection this year la Collection Couturiere (£7.95) comprises Envol, Expression, Empreinte, Fidji du Soir and J'ai Ose packaged in a long slender gift wrapped box (5). There is also an Envol coffret containing ¼ oz perfume and 50ml eau de toilette (£23.50) and a Fidji coffret (6) of ¼ oz perfume, 57ml eau de toilette and 25g Fidji du soir atomiseur (£21.50).

Other Christmas suggestions include the Pupa make-up kit (6) containing 12 frosted colours, 3 kohl pencils, mascara,

foundation, highlighter, lip pencil and two creamy blushers (£7.95). The kit comes in its own bright red mirror casing complete with applicators, pencil sharpener and hair comb. Finally Shulton have their Old Spice, Mandate, Blue Strados and Cie ranges available either individually or in gift packs. Prices for Old Spice range from £1.25-£5.80. The soap on a rope (7) retails for £2.20. ■





Five more venues for the regional heats

Regional heats for the Chemist Assistant of the Year Competition 1981 are already underway, all leading up to the Grand Final to be held at the Sheraton Skyline Hotel, London on November 26.

South West

Mrs Geraldine Bridgeman (Watcombe Pharmacy, 69 Fore Street, Barton, Torquay).
Miss Debbie Gorton (Stow & Purser, 95 Queen Street, Newton Abbott, Devon).
Mr Stephen Latimer (W.H. Clement (Radstock) Ltd, 7 The Street, Radstock, Bath, Avon).
Mrs M.J. Morgan (Geo. Rigg Chemist, 26 Station Road, Taunton, Somerset).
Miss Bridgett Puddicombe (1 Cherry Brook Square, Breadsands Park, Paignton).
Miss Wendy Tancock* (H.G. Purchase, 31 Fore Street, Okehampton).
Miss Julie M. Trude* (Holman & Hay, 8 North Street, Ashburton, S Devon).
Miss Joy Wafforn (Stow & Purser, 95 Queen Street, Newton Abbot, Devon).
Regional final will be held at The Royal Clarence Hotel, Exeter on October 15. Organised by ICML Central Office.

Northern Ireland

Mrs Berry Foggarty (Dick Cregan Chemist, 112 Thomas Street, Portadown).
Ms Brenda Houlahan (J. Dougan, 33 Ogle Street, Armagh).
Miss Patricia McAleavy (Parke's Pharmacy, 9 Bridge Street, Banbridge).
Mrs Rosemary McCool (J. Dougan, 33 Ogle Street, Armagh).
Mrs Elizabeth McKane (J.H. White (Chemist) Ltd, 6 New Row, co Derry, N Ireland).

Miss Joanne McCracken* (Robert H. Clarke, 51 Comber Road, Dundonald).
Mrs Jean McCullagh (A.A. Alcorn, Main Street, Fivemiletown, Tyrone, N Ireland).
Miss Ann Mulvenna* (Walsh's Chemist, 25 Church Street, Warrenpoint, co Down).
Mrs Mary E. Pickard (Antrim Chemists Ltd, Antrim Health Centre, Station Road, Antrim).
Miss Marie Quinn (Michael Walsh, 25 Church Street, Warrenpoint, co Down).
Regional final at Culloden Hotel, co Down on October 21. Organised by S. Haydock & Co Ltd.

Southern England

Mrs Sonia Blunt (S.S. Sangha, 48 Thornhill Park Road, Thornhill, Southampton).
Mrs Janet M. Crolford (R.J.P. Good, 56 West Street, Alresford, Hants).
Yvonne Didusko (Savory & Moore, 135 Highlands Road, Fareham, Hants).
Miss Jill Golding (David Coleman, Cricklane Ltd, 11 Redcar Street, Shirley, Southampton).
Miss Beverley Ann Jones (Savory & Moore Ltd, 135 Highlands Road, Fareham, Hants).
Mrs Lorraine Radford* (P. Gamblin, 147 Rowner Lane, Gosport, Hants).
Mrs Gillian Sadler-Smith (Radfords Chemist, Station Road, New Milton, Hants).
Mrs Hazel Mary Thomas (Plumbs Pharmacy, High Street, Bishops Waltham, Hants).
Miss D.M. White (D.M. Apps, 1

Dorchester Road, Weymouth, Dorset).
Miss Jacqueline Owen (D.M. Apps, 1 Dorchester Road, Weymouth, Dorset).
Miss Angela Willis (Astons Chemist, 10 Guildbourne Centre, Worthing, West Sussex BN11 1LZ).

Regional final will be held at The Wessex Hotel, Winchester on October 21. Organised by Herbert Ferryman Ltd.

Merseyside, Cheshire & Lancashire

Mrs Jane Elizabeth Aucott (Nupharm Chemist Ltd, 9 Clarendon Street, Hyde Cheshire).
Miss Doreen Cammack (W Ryder, 41 Old Town Lane, Formby, Liverpool L37 3HJ).
Miss Arlene Eccles (P.G. Lemon, 98 Audley Range, Blackburn).
Miss Lesley Fox* (David Anthony, 59 Crosby Road North, Liverpool L22 4QD).
Miss Gaynor Hibbert* (D.H. Tune, 348 Oldham Road, Waterloo, Ashton Under Lyne).
Miss Pauline Shaw* (P.G. Lemon, 98 Audley Range, Blackburn).
Miss Susan Michelle Templeton* (Ronald Holmes (Lancaster) Ltd, 81 Vueswater, Lancaster).
Miss Anne Slater (I. Jones Ltd, 1 Childwall Parade, Pilch Lane, Liverpool).
Miss Deborah Stephenson* (Wrigleys Chemist, 6 Wood Street, St Anne's On Sea, Lancashire).
Mrs Margaret I. Ulyatt (Allan Dale, The Pharmacy, 28 King Street, Delph, Nr Oldham).
Regional final will be held at The Grand Hotel, Manchester on October 22. Organised by Macarthys Ltd.

East Midlands

Miss Melanie Jane Bett* (J. Cox & Son, 15 St Catherines Road, Grantham).
Mrs Patricia Anne Bithrey (W. Steele, 10 Market Square, Higham Ferrers, Northants).
Miss Susan Grinham* (R.L. Allison, 61 Northampton Lane North, Moulton, Northants).
Mrs Jenny Mace (B.C. Lewis Chemist, The Broadway, Woodhall Spa, Lincs).
Mrs Elaine Miller (Graham Walker, Hall Place, Spalding, Lincs).
Mrs Dhiraj Mody (Jitwins Chemist, 80 Hastings Road, Leicester).
Mrs Rita Moffat (J.E. Chambers, The Corner Chemist, 82 Castle Street, Hinckley, Lincs).
Mrs E.R. Percival (Steel Chemist, 10 Market Square, Higham Ferrers, Northants).
Miss Barbara Anne Start (B.R. Lewis, 7 Silver Street, Coningstry, Lincs).
Mrs Rosemary Ann Walker (The Corner Chemist, 82 Castle Street, Hinckley, Lincs).
Regional final will be held at The Holiday Inn, Leicester on October 28. Organised by E.H. Butler & Son Ltd.

With its 10 extra vitamins, it should improve your wealth.

Drink 10 is something completely new. It's also something rather special.

Each glass contains the juice of 10 luscious fruits.

They combine in a heavenly blend to give Drink 10 a unique flavour.

But the story doesn't end there. Each 200 ml glass of new Drink 10 also contains the average daily intake of all the 10 vitamins you see on our chart.

All in all, that gives housewives some very good reasons for buying. We'll be helping you

sell Drink 10 in two important ways.

With big, full colour ads in women's and general interest magazines, right throughout the Autumn and Winter months.

And with a 30 seconds TV commercial in the London area.

Ingredients: Apple, Orange, Maracuja, Pineapple, Banana, Guava, Umbu, Mango, Apricot and Peach juice.

Vitamins per 100ml			
Vitamin C	37.4mg	Vitamin B ₆	0.9mg
Niacinamide	7.5mg	Vitamin B ₁	0.8mg
Vitamin E	6.0mg	Retinol	500 µg
Calcium pantothenate	4.0mg	Folic Acid	0.2mg
Vitamin B ₂	1.0mg	Biotin	0.05mg

So expect Drink 10 to be big. Really big. Just like it is in Germany, where it sells over 25 million bottles a year.

Stock Drink 10 now. It'll do you a power of good.



Introducing Drink 10.
The mixed fruit drink with 10 extra vitamins.



SOLE UK DISTRIBUTORS, FOOD BROKERS LTD., ESHER, SURREY. TEL. 0372 66891.

30
TABLETS

Superdent
Tablets 20's, 30's.
Powder 300g.

English Beauty Soaps
Display Pack 12 x 75g soap
Gift Pack 3 x 75g soaps.



SUPER

E. R. Holloway, one of Britain's leading toiletry manufacturers are pleased to announce the appointment of Sangers Agencies to handle these super-selling brands.

Superdent denture cleaner, the number two brand in the market. Strongly supported by TV advertising with more to come...

English Beauty Soaps – attractively packaged for both consumer

and trade, these superb hand-made soaps make ideal gifts.

Ambray liquid soap in an easy to use, waste-free dispenser, a new entry in this fast expanding market.

Two fragranced and one unfragranced product, with refills available.

These super value for money brands from E. R. Holloway are now backed by Sangers Agencies

Ambray Liquid
Soap 250 ml.
Refills 250 ml.



SALES

Specialist knowledge of the
chemist trade with their tailor made
selling and marketing services,
attractive promotional packages
and sales support facilities.

Ask your Sangers Agencies
representative for details of our
opening promotional package.

You'll see there's only one way
to describe this unique profit
opportunity – and that's super sales!

SANGERS

Agencies

Sangers Agencies Ltd
Ramsbury House High Street Hungerford Berkshire RG17 0NF
Tel: Hungerford (04886) 3555 Telex: 849028

E. R. HOLLOWAY

E R Holloway Ltd
Lavenham Sudbury Suffolk CO10 9QE
Tel: Lavenham (0787) 247000 Telex: 987332

Athlete's foot.

Why lock it up when you can stamp it out?

Athlete's foot is principally caused by a group of fungi known as Dermatophytes – and a spiteful little gang they are too!

There are, of course, several fungistatic products on the market, which can keep them safely locked up for a while. Trouble is, as soon as you stop the treatment, the gang is liable to bounce right back and start causing trouble again.

There's only one sure way to stamp them out – and that's with a fungicidal preparation. Like Tinaderm.

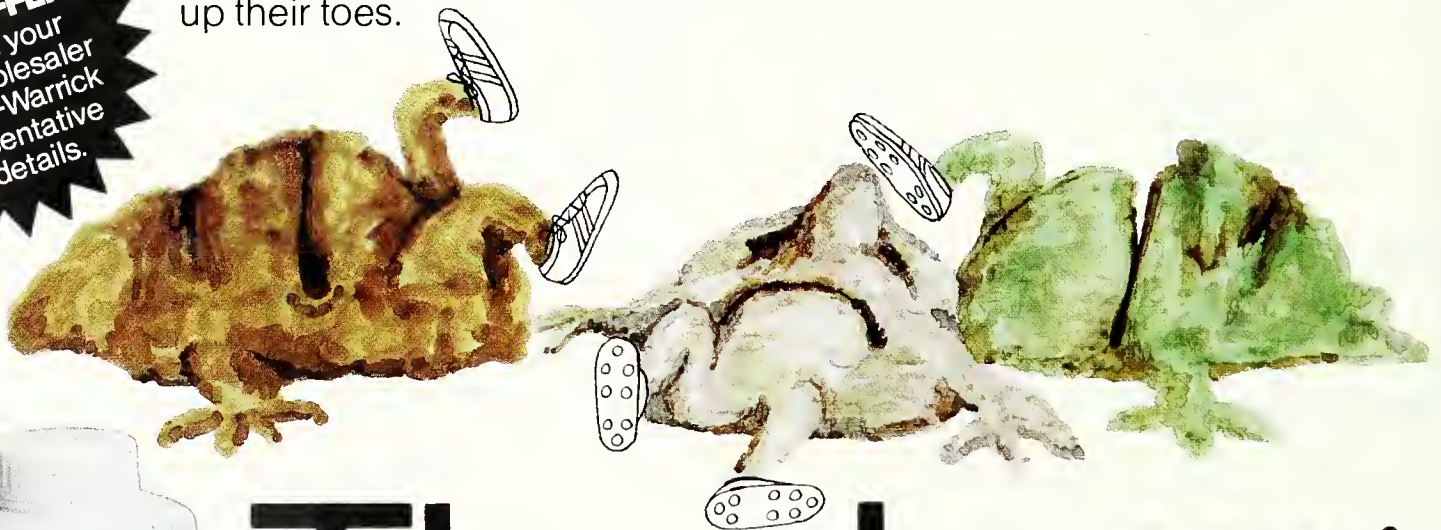
Tinaderm doesn't pussyfoot around the problem – it kills fungi, stone dead.

So next time a customer asks you for something to treat athlete's foot, remember the name Tinaderm. It's the one that makes Dermatophytes turn up their toes.

**NOW
GSL**

**SUPER
BONUS OFFER!**

Contact your
local wholesaler
or Kirby-Warrick
representative
for details.



Tinaderm*

Tolnaftate

Cream, solution and powder.

Stamps out athlete's foot – fast!

*REGISTERED TRADE MARK



Kirby-Warrick Pharmaceuticals Ltd., Mildenhall, Suffolk, IP28 7AX.
Tel: (0638) 716321. Affiliated with SCHERING CORPORATION U.S.A.

OPEN SHOP

by a proprietor pharmacist in East Anglia

Companies having their cake and eating it?

If ever a company suffered from split personality problems then Sterling Winthrop must be the race leader. Wherever I look in the pharmaceutical Press these days I see advertisements from Winthrop extolling the virtues of their many pharmacy-only products and, by implication, claiming to be the saviours of general practice pharmacy. On the other side of the fence I see many of the television commercials for Sterling Health products, extolling the virtues of "the medicines you can trust" — with their full range being readily available from every supermarket, grocer, drugstore and cash-and-carry in the country.

I may be a simple pharmacist, but I find this dichotomy of interests, to say the least, confusing. Sterling Winthrop obviously want both sectors of the retail market to thrive so that they may capitalise to the full from the sales on both sides. However, I now question the logic of this policy as it applies to my particular business.

Since I have been trained as a pharmacist and, being aware of the responsibilities attached to the sale of potent medicines to a generally uninformed public, I feel strongly that all sales of medicines should be restricted to pharmacies and that it is the responsibility of pharmacy to ensure that a pharmaceutical OTC service is available wherever it is needed. By encouraging Winthrop to prosper from the sale of their pharmacist-restricted range of medicines, I suspect I am helping Sterling Health to maintain their position — actively promoting, what is often the same drug in a different wrapper, to the grocers et al.

This is bad for pharmacy and ultimately bad for my business. Sterling Winthrop would obviously like their cake and eat it, but I fail to see why I should be a party to supplying the icing for that particular cake.

Good for whom?

As a general practice pharmacist I am becoming increasingly alarmed at the present rash of reformulations and reclassifications of previously pharmacy-only products to General Sale List. We have all read of the criticism levelled at May & Baker and Parke Davis, and their stoic defence of their pharmacy-only policy, but I remain unconvinced — particularly when one considers the present legal situation regarding the

supply (sorry, *non-supply*) of agency goods to the Argos chain. Pharmacy may soon be faced with the problem that *all* GSL medicines will have to be made freely available by the manufacturers. Then so much for good intentions!

To add to the danger there exists in general practice pharmacy a number of drugstore chains which not only project to

the public an image of pseudo-pharmacy respectability, but which also, by owning one pharmacy within the chain, are able to obtain supplies from manufacturers who would normally pursue a pharmacy-only policy. These products are then redistributed to all their drugstore outlets in direct competition with established pharmacies.

This threat to pharmacy and the pharmaceutical service from the drugstore chain is very real (as I am well able to testify) but in the present climate of "free trade" I would consider that the restraint of trade by a pharmaceutical manufacturer or wholesaler attempting to withhold supplies to a drugstore company with a pharmacy head office would be particularly difficult to maintain legally.

There would appear to be a drive by manufacturers to eliminate the

Continued overleaf

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OPEN SHOP

Continued from previous page

"pharmacy only" classification by reformulation of their products. This can only be justified within the company by the resultant increased sales of the product, but as is often said: "medicines are not ordinary items of commerce". Whether the classification is GSL or P, the pharmacist will exercise his proper professional judgment as to whether it is in the patient's best interest to sell him a particular medicine. But how soon before that is seen to work against the increased market share desired by the manufacturer and thus a ready excuse is found, by the marketing men, for distribution to non-pharmaceutical outlets whose ethics are not pharmaceutical, but are governed purely by the "quick buck" philosophy of the market place?

Let us not be fooled. Manufacturers do not go to the expense of reformulating a product for the benefit of pharmacy and the patient. They do not make a better product, better able to perform its medical function. What they do produce is a product more easily able to be heavily promoted to a receptive public and through outlets which have no desire to

suffer the same professional restraints on their selling techniques as the general practice pharmacist.

I still remember how, when the Medicines Act was introduced, I complained to Fisons that their Sanatogen vitamins were being sold cut price in the local branch of a drugstore chain. I received sympathy — but no action since I was assured that the products had been purchased just before a price rise and in sufficient quantities to last until just before the next rise!

I suggested that with the introduction of the Medicines Act Fisons were in an ideal position to practise what they preached and by a simple (I thought) reformulation make their vitamin products "pharmacy only". I was told in no uncertain terms that reformulation was an extremely expensive process and that there would be no (commercial) advantage to be gained by so doing. The reverse is obviously not true!

Dirty Dick

Did you cast your vote in Dicky Dirt's public opinion poll? Do you know who he is? Do you know what I am talking about? Probably not, so let me enlighten you.

Dicky Dirt is one of those gentlemen who takes great delight in cutting the prices of branded goods (in his case jeans)

and in so doing attempting to cut the throats of those poor established souls who, being saddled with conventional premises at high rent and keeping a comprehensive range of stock for a discerning public, is unable to compete on price and still make a living.

Heard it all before? Not quite: the twist in Dicky Dirt's tail is that he also feels that the Sunday trading laws operate against his (all for the public good) type of entrepreneurial activity. Hence my original question.

Dicky Dirt took space in at least one middle-class national paper in order to ask the public what they thought? I hope you, as members of the public, told him!

Pharmacists beware. The rota breaker of today is the Sunday opener of tomorrow and to hell with professional ethics. I am sure all you under-employed independent pharmacists are just itching to compete with the Medicines, Superdrugs and Tom, Harry and Dirty Dicks of this world who, of course, are not required to pay a pharmacist to impress upon an all-too-receptive and gullible public the advantages of their projected airs of pseudo-respectability and competitiveness.

However, that is another story. For the time being, please tell our Dirt what you think of his ideas. After all . . . he did ask! ■

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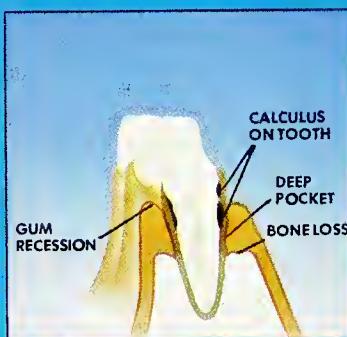
* **Diagonal brush pattern** provides firm yet gentle brushing surface.

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* **Substantial handle with concave comfort grip** for precise control and manoeuvrability.

What is plaque?

"Plaque is hard-to-see sticky film composed mainly of bacteria which forms constantly on the teeth and gums.



SEEKS OUT AND REMOVES PLAQUE-FORMING BACTERIA

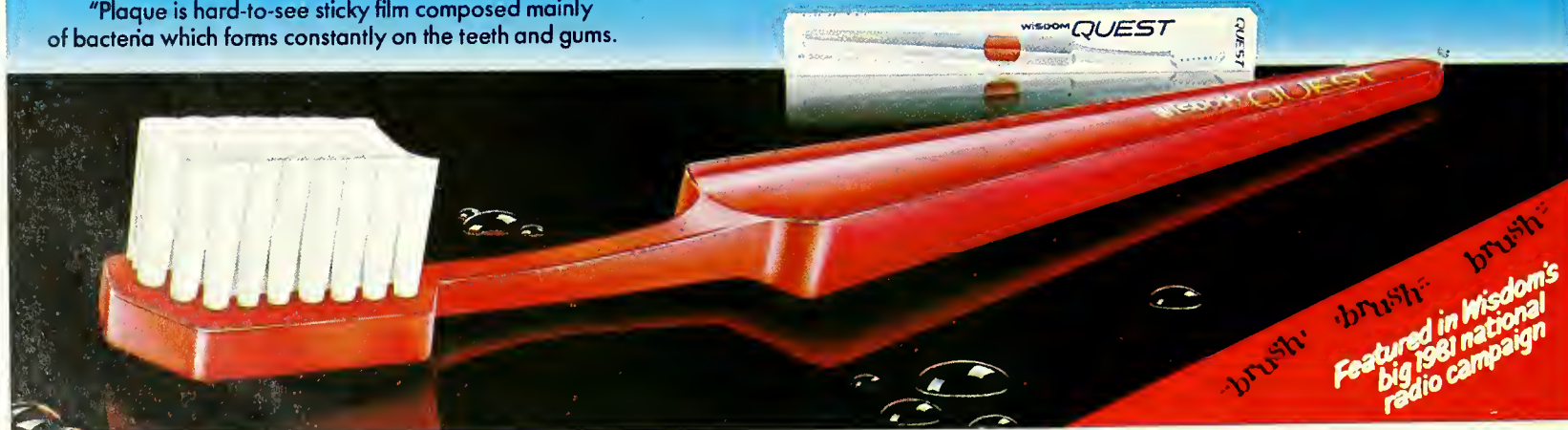
It is the body's own bacteria which grows even in the absence of food. If allowed to remain on the teeth it may harden and form a deposit called calculus (tartar).

The gum becomes red and swollen and a pocket forms between the gum and teeth, which fills up with plaque. The fibres which hold the teeth to the bone, and the bone itself are then attacked and the pocket deepens. This is gum disease, which leads to tooth loss."

Reference: British Dental Health Foundation.

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Toothbrush Manufacturers since 1780.



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Facing the Men from the Ministries

Anyone in business can, at any time, be called upon by what seems to be a veritable army of inspectors geared to seeing that the various laws governing trade and industry are adhered to: Inspectors under the Health and Safety Acts, the Trade Descriptions Act, Customs and Excise people after VAT offences, Inland Revenue officials — not to mention the Gas Board and the Electricity Board.

Some of the people who call are armed with considerable powers. Health and Safety enforcement officers can impound articles, order you to cease carrying out certain activities and even oblige you to answer their questions under penalty of committing an offence if you fail to do so.

The Customs and Excise officials and the Inland Revenue can seize and take away documents on the premises even though these may be essential for the day to day carrying out of your business activities. The VAT men have even been known to raid both the homes and the business premises of directors of companies and owners of businesses at the same time. What can you do if you receive an unexpected visit of the kind described?

Obviously, you cannot challenge the powers given to these inspectors by Parliament. However, you can ask for their identity to make sure that they are who they say they are. Then you can ask by what authority they are acting. If you feel you might be in difficulty you should contact a solicitor straight away and ask him to come along immediately to represent your interests and insist that if papers or articles are removed, you receive a proper receipt describing exactly what has been taken.

In respect of questions you might be asked, as has been pointed out under health and safety laws, you should not directly refuse to answer but say that you would prefer to answer the questions with your lawyer present. The same should go for any other difficult questions asked by other inspectorates.

Because of the strength of the law in these matters this is about the maximum you can do, except that if you think your treatment has been unduly harsh or discourteous or if the inspectors have acted beyond the bounds of reasonableness then you can take the matter up with your MP. In nearly all the cases concerning a government department, he can, if he fails to get a satisfactory reply to any representations he might make, call in the Parliamentary

Commissioner (or Ombudsman) who can make a full and thorough investigation of your complaint.

Charity donations

Many businessmen make personal

donations to local charities. Often, these are made regularly, say at Christmas. As a result of concessions made in the recent Finance Act it is possible to ensure that the charity concerned obtains the tax allowance that you are able to claim on far better terms than hitherto.

If payments are made to a charity for a period exceeding three years — formerly six years — the charity can claim the tax allowance to which you as the person making the covenant will be entitled. From the year 1981-2 relief is given at the higher rates of the person making the covenanted payments on these rates and of course both the charity concerned and you will be able to benefit accordingly.

Because covenants can sometimes involve tricky tax problems, it is worthwhile consulting your accountant about the action you should take in the light of the above. *Continued on p391*

Another step forward!



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- Summer Salad Variety
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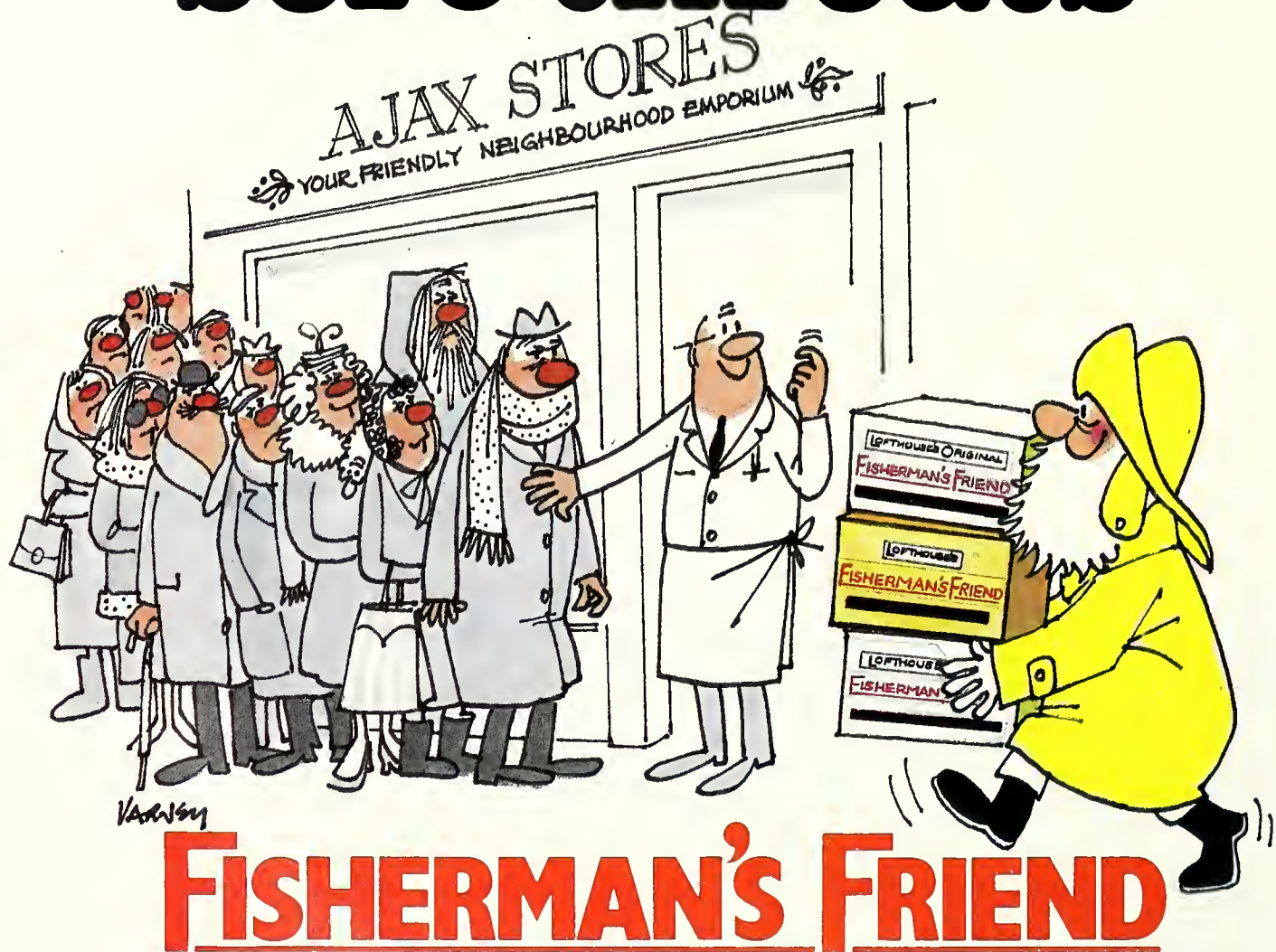
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Checking on fire precautions

One of the greatest hazards facing businesses is fire — and yet research has shown that a surprisingly large number of companies both large and small have taken out inadequate precautions against this menace. Hence the fire tragedies we have seen over the past 12 months. Quite apart from the question of human lives, firms do face the risk of prosecution if they have not followed the necessary steps to anticipate a fire on their premises.

First, are there adequate appliances to deal with a fire should it break out? You might feel satisfied on this point, but have you checked lately to see that the appliances are in working order? It is an offence not only not to have the appropriate appliances but you can also be prosecuted if those that you do have are useless for the purpose for which they are provided.

If you have staff, you are under an obligation to see that they are instructed on what to do in the event of fire breaking out on the premises. If an inspector calls and on questioning your staff finds out that not only have they had no fire drills but also have had no instructions then again you could be in trouble. Make sure

that your staff know exactly what to do and if necessary put these instructions in writing. This will be a protection both for yourself from a legal point of view and will at least bring home to your staff the awareness of the importance of fire precautions.

If you have customers or other people coming onto your premises make sure that one or two members of staff can give guidance if a fire should break out. You are responsible for the safety of anyone who might come on to your premises in the normal course of business.

Finally, make sure that any fire exits you have are not blocked up and that they are easily opened.

Obviously certain businesses will have fire hazards peculiar to the nature of the business — volatile substances on the premises, etc. If you are uncertain your local fire prevention officer at the brigade in your locality will be able to give the necessary advice.

Separate loans on pension schemes

A great deal of publicity has been given recently to the tax-advantageous schemes for providing the self-employed and business owners with pensions. The essence of these schemes is that the premiums attract full tax relief. The one disadvantage has been that the money

paid in is tied up, in that the policies cannot normally be surrendered for cash nor can they provide security for a loan.

A number of insurance companies have now got around this problem by being willing under certain circumstances to make a separate loan to those participating in their schemes, the loan to be paid back anytime and if not paid by maturity date of the policy, to recover it from the final proceeds.

Interest has to be paid on the loan given but if used for business purposes it would attract tax relief. The one fly in the ointment is that extra security apart from the policy itself has to be provided — stocks, shares, second mortgage, etc.

As a means of raising short-term money the loan scheme may prove attractive since, if you have taken out such a self-employed pension scheme, guarantees are given that with the proper security the money will be available.

However on a long term basis, if you have the type of security you need to provide anyway, there are other sources of funds which may prove more attractive.

Contributed by a barrister

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The 'shortest way home' — a look at duplication

by Stanley W. Bowler

Pharmacist / photographic-dealers used to increase their revenue with some "copy-negative" services when customers discarded their black-and-white negatives as of no further use, and later wanted additional prints or enlargements. Itinerant door-to-door canvassers also took advantage of the need and offered copy enlargements, often hand-coloured. Some of these cowboys took away valued photographs — and a deposit — and were never seen again!

There is also the apocryphal story about the lady who wanted a coloured enlargement from a picture of her late husband, but without the bowler hat which he was wearing. Answering the inquiry about the colour of the late gentleman's hair, she replied that it should be obvious when the hat was removed!

Admittedly, the pattern is now changing with the public's greater awareness of the purpose of colour negatives and the advice given in most print wallets to take care of them for the ordering of reprints. But, perhaps due to the odd appearance of a colour negative, many still seem to be lost or discarded.

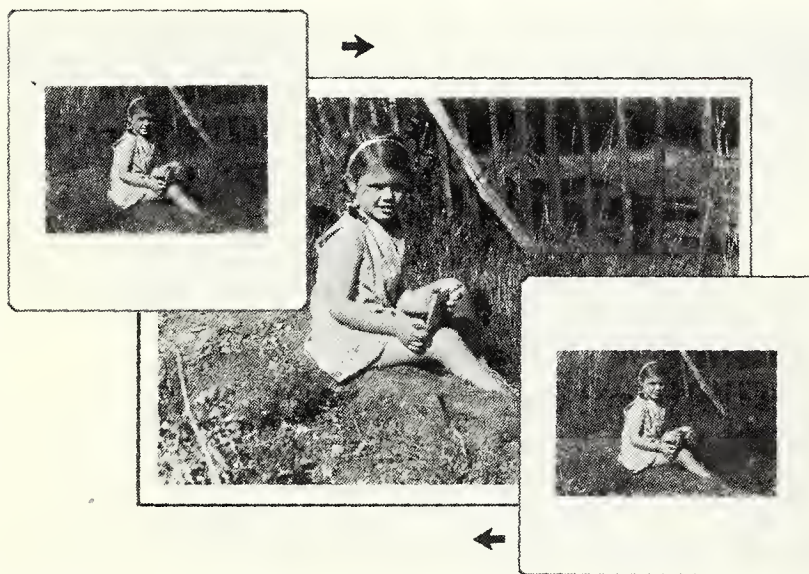
Any additional stage in the photographic process inevitably means that there will be *some* loss of quality in the final results. From this it follows that the least number of steps involved in producing a duplicate slide, print or enlargement helps to ensure that your customers will be pleased with the copies which they obtain.

As a simple example, a repeat order for prints or enlargements from the original negatives should bear a close resemblance to the original set — provided that the negatives themselves have been carefully stored. As a further example, a direct duplicate from a slide should be nearly as good as the original — again provided that care has been taken of the original and it has not been mechanically damaged nor been exposed for too long to excessive light.

Each of the two examples involves one stage only in the making of the second picture, ie, "the shortest way home". If the originals have deteriorated then there will certainly be a reduction in quality at the secondary stage. No manufacturer,

anyway at the present stage of colour-material manufacture, will guarantee the absolute fastness of man-made dyes in his materials. Even under archival storage conditions, with temperature and humidity carefully maintained in a dust-free and chemically-pure atmosphere, there will still be a slow but predestined change in the appearance of the image. The change may show up as an overall fading of the image or as a shift in its colour balance.

From the foregoing, it should be obvious that customers should be warned, when collecting their D&P orders, that the greatest care should be taken of original colour-negatives or slides, bearing in mind that they may one day make a request for further copies. This leads, in turn, to the



suggestion that customers should be encouraged to order reprints or duplicates as soon as possible after they have seen the first results. And, risking being repetitive, even the most avid picture makers still seem to disregard their negatives, possibly assuming that once a print or enlargement has been made there is no further use for them.

If the above conditions cannot be fulfilled then alternative means must be sought to meet the customers' requirements. Fortunately, in the case of a colour-slide, print or enlargement, it is now possible to obtain a direct reproduction from it without the need to make a copy negative and to make further prints or enlargements from that. This reduces the duplication stage to a single operation, minimising the chances of degradation of quality considerably.

These direct reproductions, or

duplicates, are made by the same kind of reversal process that is used in the processing of slide films, ie a positive image without any intermediate stage.

A number of companies provide this kind of service. As examples, Kodak, at its laboratory in Hemel Hempstead, and Tudor Processing Laboratories in North London. In present-day terms their charges are less expensive than older methods of duplicating. On the other hand, the cost of a duplicate slide is not quite double that of the original slide, which leads us to a further suggestion to customers with families and friends.

At functions, such as weddings and so on, or when on holiday, it is less expensive to shoot two or three slides of the same scene for distribution later than it is to provide duplicate slides for those who would like to have them afterwards. This makes good sense. It also avoids the risk of parting with valued originals when sending them to be duplicated. Remember that most laboratories include a disclaimer for loss or damage when handling customers' materials, except for the cost

of replacement of the original material. It should be noted, however, that one or two recent lawsuits have, to some extent, upset this reliance upon a general disclaimer of responsibility and that some customers have recovered "damages" for spoiled or lost materials.

Recent advice from a member of the legal profession suggests that it may be wise, when accepting specialist photographic work, to ask the customer if any particular value is placed upon his material handed in for processing. This may well avoid unexpected claims later

should a failure or loss occur with his or her property.

Another colour reversal material which seems to be less well-known than it should be is Cibachrome (Ilford-Ciba-Geigy) that produces first-class colour prints from colour transparencies. It is somewhat more expensive than run-of-the-mill colour materials but the results obtainable from a really good transparency are generally excellent. A laboratory which specialises in this work is, for example, Valachrome Vala Studios of London, SW6.

But, whatever the process or wherever the work is carried out, there is obviously additional revenue to be obtained for a little extra trouble, some helpful advice and a knowledge of what can be achieved with duplicating services to the benefit of customer and dealer alike. ■

The rise of the compact 35mm: C&D review

Following upon the popularity of the 110 sub-miniature pocket cameras, the compact 35mm models seem to be gaining a hold on the market. Although generally a little bigger than the average 110 models and somewhat heavier, the latest introductions have advantages of their own — especially when enlargements bigger than the usual enprints are wanted.

The reason is a very simple one. The full-frame 35mm picture (24 × 36mm) is about four times the area of the 110 format. To put it another way, to make an enlargement, say 7½ in × 5 in the 110 image needs to be enlarged 10 times, while that of the 135 size requires a magnification of 5 times only.

Moreover, when costs are examined, the comparison can be favourable. Single 2 in × 2 in Kodachrome slides cost from 14 to 17 pence each (depending on the number of exposures in the cassette), while 110 slides cost 18 pence each. In black-and-white, each 110 negative costs about 9 pence whereas a 35mm negative works out at 5 pence, and there is not a great deal of difference in the charges for developing and printing.

Similar styles

From the range of compacts now available (and at least one of them is being advertised in the Sunday newspaper magazine supplements!) we chose the **Agfa Optima Flash** and the **Nova 35F**. As with many others of similar style, both have built-in electronic flash and are powered by two small dry-cells — two × AAA for the Agfa and two × AA for the Nova. One might have imagined that camera manufacturers would by now have standardised on one or other of these cells to avoid duplication of stocks on the dealers' shelves.

The Agfa model is the more sophisticated of the two, and has more features than the other. At first sight it appears to have the usual central upstanding housing of a pentaprism, or SLR, camera. This housing, however, contains the electronic-flash tube and is swung upwards to a vertical position for use. Opening-up the flash compartment also turns on the power supply to it, there is a "ready" light at its bottom left-hand corner. Incidentally, there is another tiny red warning light at the right-hand edge of the viewfinder area which glows when there is insufficient light for photography, and a flash is needed; this is shown when a

very light pressure is applied to the red Sensor release button. For those unfamiliar with this particular system, it should be noted that it provides a very smooth release action which helps to avoid camera shake that is a prolific cause of blurred pictures.

The appearance of the camera, with its fine-grained black finish, is very professional and there are no embellishments. The lens housing is a little off-centre both horizontally and vertically and, to take care of this, there are guide marks in the viewfinder for close-up pictures. The viewfinder itself, at the right-hand top corner of the body when viewed from the front, is crystal clear and the image in it is just a little less than full-size.

The top plate is also uncluttered, with the single-stroke wind-on and rewind lever at the right-hand end (view from the back) in which the release button is centred; the



This standard C&D practical test shows a 12 diameters enlargement from the Optima

picture counter is at the extreme right. The battery compartment, with a downward sliding lid, is also here. At the opposite end of the camera body is a tripod bush — a ball-joint tripod head is needed to use this.

The back of the camera is hinged at the left-hand side and the sliding release catch is at the right. When the back is opened, the recess for the film cassette is seen at the right-hand side, at the same time, a small trap-door hinges out of the base-plate so that it is very easy to drop in the cassette. The tongue of the film is led across the film plane and simply tucked under a marked flap, beneath which it automatically engages with the take-up spool. No more than that needs to be done to load the camera. When the bottom trap is clicked back into place and the back is closed, correct loading and



Agfa's Optima Flash, looking "very professional with no embellishments"

transporting of the film is indicated by a bright knurled disc inset into the bottom trap, that rotates whenever the film is wound on.

To rewind the film into its cassette it is necessary to press and twist a small button hidden at the base of the electronic-flash housing, after which normal operation of the wind-on lever takes the film back into the cassette again. It is simple and works, but here is a small point of criticism in an otherwise excellent camera; the knob is tiny and not particularly easy to manipulate, even for someone with quite small fingers. As the electronic-flash compartment has to be swung up to get at the button, power is automatically turned on. If the camera release button is then accidentally pressed it is all too easy to get "an-eye-full-of-flash".

Film speed setting

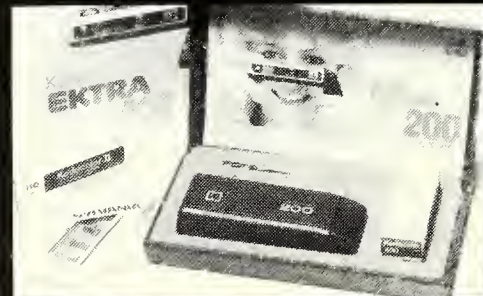
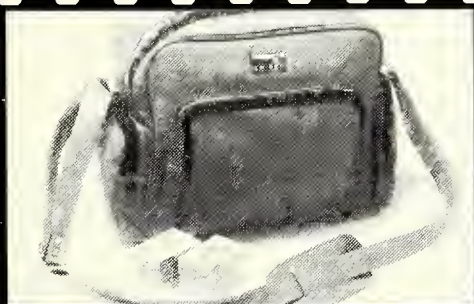
Film-speed setting is controlled by a concentric ring around the lens mount and there are indications for ASA (green figures) and DIN (white figures). On the outer barrel of the lens mount there is a focusing ring, scaled both in metres and in feet, from infinity down to 3 ft; there are "click-stops" at infinity, 15 ft and 5 ft which line up with symbols on the opposite side of the mounting ring.

The usual series of C&D practical tests were carried out using this camera and the Nova now to be described. In both cases, the results were excellent for the Agfa model and good for the Nova, using both electronic-flash and sunlight out-of-doors. For the exposures, Ilford FP4 black-and-white material was used, processed in Acutol in a normal manner; enlargements were made on normal grade paper.

In order to demonstrate the enlarging capabilities of the Agfa camera, the small illustration is a full-size reproduction from the centre of an 18 in × 12 in enlargement (ie 12 diameters). At this size,

Continued on p396

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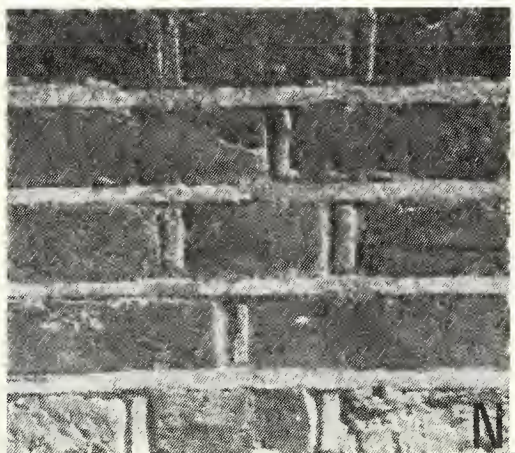
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The rise of 35mm compacts: C&D review

Continued from p394

of course, even with careful handling, the graininess structure of the film is beginning to become visible, but would not be apparent at normal viewing distances for so large a print.

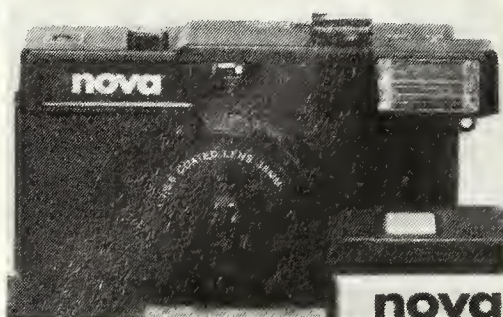
For the Nova, a test enlargement at 5 diameters ($7\frac{1}{2} \times 5$ in print) of a brick wall photographed at a distance of about 6 feet, was made. A portion from the centre is reproduced full size — the amount of detail which can be seen is good (below).



The Nova 35F has an all-black finish with a grained body section and smooth top-and bottom-plate. The lens, which is quite well-recessed, is placed almost centrally with the viewfinder axis immediately above it. The parallax indications are, therefore, at the top of the finder only. The built-in electronic flash unit is at the right-hand top corner (when viewed from the front) and slides outwards to bring it into operation. There is an arrow and "On" and "Off" markings on the top-plate, together with the flash ready-light. The exposure counter is also on the top-plate at the extreme opposite end.

Surrounding the lens mount is a rotatable ring on which there are two sets of three indications only: the outer set relate to film of speed ASA 100/DIN 21 and the inner to film rated at ASA 400/DIN 27, aligning with symbols for "Flash" and "Bright" and "Obscured Sun" respectively. The ring brings into position one of three simple Waterhouse stops instead of a conventional iris diaphragm.

In this camera the film-advance and shutter-setting is effected by a milled wheel, of which part protrudes through the back of the top plate of the camera. Although perhaps not quite so convenient



Hiding behind another Nova model is the all-black finished 35F

as the more usual lever wind-on it is quite easy to use in practice. A neat feature is the absolute locking of the downwardly-pressed release-button (very smooth in action) when an exposure has been made. The back is hinged at the right-hand side and the lock for it is released by pulling upward the rewind handle sited over the cassette recess at the left-hand end of the body. Loading is easy and straightforward. A tripod-bush is provided.

Presentation and packing in each case is appropriate to the cost of the product. That for the Agfa camera consists of an A-G house-colour orange card outer and a moulded expanded-polystyrene two-part inner, with nests for the camera, its carrying case and so on. The lettering and the trade-marks are neat and simple, the top and four sides being suitably printed for easy identification on the shelf.

The Nova camera is supplied in its carrying-case and this is housed in a white card outer having a thin corrugated-card lining. It is over-printed in black-and-white and in colour and, again, the top and all four sides are clearly identified. Publicity material is available and TV advertising is mentioned in the distributor's literature (below).

Both cameras are supplied with clear instruction information, but there is a point of criticism in each, though. As far as Agfa is concerned, the provision of a multiplicity of languages may be excellent for an international company but a single sheet in one language would be less confusing to a national user. In the case of the Nova, under the heading "Taking

Pictures' it is stated that . . . "Your camera is equipped with a fixed focus lens, therefore, no setting is necessary regardless of the distance between the camera and the subject to be taken." While this is broadly true since one cannot adjust the lens anyway, in point of fact better results are obtained at a distance of 6 feet or more. ■

Agfa Optima Flash 35mm Compact—

Country of Origin: Western Germany.
Exclusive Distributor: Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middx. Tel: 01-560 2131.

Lens: Color-Solitor 40mm f/2.8, focusing, four elements, fully coated.
Shutter: Electronic, from 1/45th to 1,000 sec.

Features: Easy loading and unloading; fully automatic and continuously variable control of exposure times and apertures. Built-in electronic flash.

Accessories: Soft carrying-case and neck-strap.

Dimensions: $4\frac{3}{4}$ in \times $3\frac{3}{8}$ in \times $2\frac{3}{4}$ in.
120mm \times 85mm \times 54mm.

Weight: 15 ounces; 425 grammes.

Expected selling price: around £42.

Availability: Immediate.

Nova 35F 35mm Compact—

Country of Origin: Hong Kong, with lens made in Japan.

Distributor: Nova Cameras Ltd, Loomer Road Industrial Estate, Newcastle-under-Lyme, Staffordshire ST5 7QX. Tel: 0782 566611/2.

Lens: 38mm f/5.6, fixed focus, four elements, coated.

Shutter: 1/90th sec for daylight; 1/50th sec for flash.

Features: Easy film handling with simplicity of operation, built-in electronic flash.

Accessories: Soft carrying-case and wrist-sling.

Dimensions: 5 in \times 3 in \times $2\frac{1}{8}$ in.
127mm \times 75mm \times 54mm.

Weight: 9 ounces, 255 grammes.

Expected selling price: Around £29.95.

Availability: Immediate.





Tudor meets the challenge

It hasn't been an easy year in the photographic world. Bad weather, a vicious D&P price war and the continuing growth of mail order have all taken their toll.

Things may look bad for many – but not for Tudor dealers. Tudor have held their ground during 1981 and are planning to advance next year. As usual, Tudor are preparing a major promotion to be launched in the New Year in support of their dealers that will take the fight right to the door of the competition.

Tudor's widely promoted image and respected name have proved invaluable to Tudor dealers in countering the confusing appearance adopted by so many dealers.

The Tudor Plus scheme with its special low price and FREE Tudorcolor film is a concrete example of Tudor's support. This year marks the 5th anniversary of the introduction of Tudorcolor film which is now one of the top three selling brands in the UK. Like all Tudor products, Tudorcolor film offers high quality and excellent value for money.

With a wide range of products and unbeatable D&P service, and prints made on what Tudor technicians consider to be the finest paper in the world, Tudor are a major force in the High Street. Several leading newspapers have recently acknowledged Tudor's success and tipped them to be on top when the debris of the price war settles.

So if you want to beat the effects of the economy and the competition there couldn't be a better time to team up with Tudor.

If you would like to team up with Tudor contact our Sales Services Office by either filling in the coupon or telephoning Martin Chillcot on 01-450 8066.

☐

Please send me further information*

☐

I would like a Representative to call*
*Please tick box

Name.....

Position.....

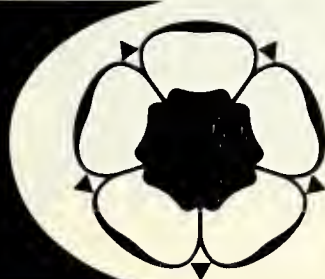
Business Name.....

Business Address.....

.....Tel.....

Type of Business.....

C&D/1



Tudor
PHOTOGRAPHIC
GROUP

30-32 OXGATE LANE, LONDON NW/2
Telephone: 01-450 8066

Smile. It's a dead he



L to R: Ron Mersh and Eric Payne of Forest Photographic with Bobby Moore.



L to R: Local beauty queen Dinah May with Peter Stockley and Jeanne Barwise of Napcolour, Chester.

t again by Chester and Forest.

is incredible, but they've done it again. Chester Laboratory of Napcolour Limited Forest Photographic of Walthamstow, London, have tied for top place in the June Kodak Award for Quality contest. Precisely the same result occurred in last year's competition in September.

Forest Photographic, which was founded by partners Ron Mersh and Eric Mersh some ten years ago, began life as a small shop in Walthamstow. The firm has expanded considerably since those early days and now serves a large number of photographic dealers in East and Central London.

The strength of the business, which also includes an associated professional portrait studio and wedding photography service, lies in the personal and careful quality service offered both to amateurs and professionals.

Forest Photographic is proud to continue to serve a number of 'regulars' who over the years have moved away from the locality, but who continue to make the journey back to Walthamstow to have their film processed through the shop. On hearing the news of the award, Ron Mersh said, "We are really pleased we have won so early in this year's contest, and we propose to keep right on at the top. The whole staff is to be congratulated on keeping up the standard so ably, in spite of the extensive modernisation alterations that are going on all around us at the present time." There is little to add to what has been

said so often about the prowess of Napcolour Chester, during the three years that the Kodak Award for Quality scheme has been operating.

Twice winners of the overall annual award, this fine laboratory already looks set fair to being highly placed in the 1981 stakes. Laboratory Manager, Jeanne Barwise and her team ensure that attention to detail in quality control, results in consistently good production quality.

The other laboratories in the Top Ten for June were:

3. Thomas Litster, Peebles.
4. Scottish Colorfoto Limited, Alexandria.
4. Grunwick Processing Labs. Ltd., London.
6. J.D. Brown, Dundee.
6. Napcolour Limited, Ormskirk.
6. T. Cooper (Harrow) Ltd.
6. United Photographic Labs. Ltd., Newmarket.
10. United Photographic Labs. Ltd., Downton.
10. B. Alan Freegard Limited, Poole.

The Kodak Award For Quality.

The competition is open to all independent photofinishers who use Kodak 'Ektacolor' Paper and formulated chemicals. Kodak and its subsidiary companies are excluded.

All photofinishers who regularly and continuously return full sets of quality monitoring strips to the Kodak Finisher Monitoring Service are automatically included in the scheme, which runs from April to October, 1981.

mile. It's on 'Kodak' paper.



Kodak and Ektacolor
are trade marks.



Get your Christmas stocking off to a good start.

Stock up with Halina, and be sure of a happy Christmas – and a prosperous new year. Backed up by massive national consumer advertising, Halina cameras have sold better than ever this year.

And this Christmas, their pricing, style and features are going to make them a number one choice for Christmas presents. Helped along, of course, by a burst of Christmas-oriented consumer advertising.

So make sure you're ready to cope: stock up now.

Halina

JJ Silber Ltd. Sole Distributor, Engineers Way, Wembley, Middlesex, HA9 0EB. Tel: 01-903 8081

Napcolour take new turn in fight with mail order

The classic answer to the loss of D&P trade to mail order houses has been "promote yourself". This, of course, is still very true, the over-the-counter trade must make its advantages clear to the public, but now Napcolour have made a move that gives their dealers a more substantial weapon against the encroachment of mail order.

They say that as over 70 per cent of films processed by direct mail are purchased in retail outlets, they are now offering a scheme to catch direct mail customers at the point of purchase.

Given the tag "Money Savers", packs can now be supplied that include the cost of processing and still give the retailer a 25 per cent mark-up. Customers also get a competitively priced alternative to direct mail with 135/36 packs, for example, retailing at £4.49. The exposed films are sent directly to Napcolour using an envelope supplied with the film, and prints are sent back to the household, together with a 30p voucher redeemable against a further Money Saver pack.

Extra trade

An obvious point now arises. What of the forté of the dealers — their personal service and expert advice? This, say Napcolour, is not at risk. The point of Money Savers is to capture extra trade that would normally be processed via the post. Recognising mail order as a well established force that is unlikely to disappear of its own accord, Napcolour say they are merely attempting to redress the balance. Those films that you might never see again are at least given a margin for processing as well as purchase, with, they believe, no ill effect on those customers that traditionally push their processing over the counter — "As the leading retail D&P house in the country, there is no way we would wish to jeopardise our relationship with the chemist".

In fact, Napcolour believe customers are positively encouraged to return to the place of purchase. Firstly to make use of their discount voucher, and secondly by promotional material enclosed with both the pack and returned prints. This compliments the purchaser on being

"wise" enough to buy at a responsible, knowledgeable dealer and encourages a further visit.

The scheme is aimed at direct mail's "totally unacceptable" share of the market, but Hal Briscoe, marketing director, thinks it unlikely that D&P margins will ever "return to the halcyon days of the '70's", believing that the time is ripe for a fight back with most retailers now accepting that something must, and can, be done: "... nowhere on the Continent or in the US does direct mail have even 25 per cent of the D&P market," he says.

Money Savers are part of that fight, but they are not, we are assured, being pushed at the expense of "normal" OTC trade. The concept has, says Mr Briscoe, been well received by all those so far participating in the scheme, but it is only a part of their overall marketing approach.

Launched in March, was the "zone pricing" concept, which has now been adopted by over 70 per cent of Napcolour dealers. This concept takes account of one of the advantages used by direct mail for years — the price advertised to the consumer is for the processing of the film and costing is based on the average number of prints that will be produced. Under the old pricing system, a dealer asked to quote for printing a 20 exposure film has to multiply the print price by 20 and then add the developing charge.

This, according to Napcolour, gives the flexibility to alter prices at short notice so that dealers can offer a price which compares favourably with direct mail, "depending on the profit margin required".

Competitive prices must, however, be accompanied by quality and Napcolour proudly point out in POS material and Press campaigns that they have won the annual Kodak quality award for the three years it has been in existence.

This theme is picked up by Vestric, who believe that it is unlikely that simply trying to match direct mail prices is the answer. They put their faith in the flexibility of the retailer who should be able to offer a good price "normal service", plus a more expensive fast turn-round and, of course, good quality enlargements. But this should not, they say, prevent dealers looking at their D&P margins, as film sales are increasing despite the recession and this may allow the dealer to trim margins to suit: "Make sure that your D&P is properly displayed, and in particular, the feature that you believe is going to make the sale in your area is highlighted, whether it is price, speed of service or quality."

Prices unchanged

In fact, prices can now be very competitive. Tudor make the point that their D&P prices are the same now as 10 years ago. For a 36 exposure colour film they charge £3.99 and a recent look at the "scramble for your holiday snaps" in the *Daily Mail* said that in a recent poll taken by *Amateur Photographer* "Top of the mail order companies . . . was Bonusprint, and another company which did well was Tudor of the chemist shop trade."

Colourcare agree with Napcolour that dealers are now prepared to adopt a more aggressive approach against direct mail, and with no stock holding involved, see it as a useful aid to cashflow during a particularly hard time. Valuing the market

The display unit is supplied free with 15 Money Saver packs and film can be supplied in 110-20, 126-20 and 135-24 and 36 packs



Fast service 'mini-labs' spreading in the cities

Those who are bored with the constant warnings about the rise and rise of mail order D&P and its effect on the market share of outlets offering an over-the-counter service may finally be getting some relief from the monotony. Not, of course, because mail order has become any less of a threat, but due to a second competitor — "mini-labs".

Now spreading through the larger cities are retail outlets offering a turn-round of a 36 exposure colour print film in 60 to 90 minutes, albeit at a price. The normal layout seems to be a counter area and printer "up-front", with the developing machinery either downstairs or "out the back". The advantage of having the printer on show becomes obvious when observing the interest created in passing trade, who stand fascinated, nose pressed to glass, watching the freshly cut prints gliding past their very eyes on a rubber conveyor belt.

In London, C&D visited two similar businesses operating within a stone's throw of Oxford Street. The first impression is one of professionalism and friendliness, and what could and could not be done was carefully explained.

Foto Inn Ltd will undertake to process all colour negative films using the C41

process and enlargements and reprints are also possible. Three levels of service are on offer: 60 minute turn-round, five hour, and "normal" service of 24 hours. A weighty £8.66 is charged for a 36 exposure colour film returned in one hour, £8.16 for the five hour service and £7.16 for 24 hours. A 5 x 7in enlargement comes at £1.10 and a straight reprint £0.26. Slide processing is put through Kodak on a normal five day service.

As for quality, the results we were able



to see were quite acceptable for "snapshots", unfortunately a more thorough test was thwarted as we forgetfully took along an 80 ASA rated Agfa cassette, which, of course, is not a C41 process!

Fotofast, a well established "same day" service have now begun offering a 90

minute turn-round for £8.77 from two of their London outlets. A seven hour service costs £7.52. Again, the same Japanese printer was on show and the terms and level of service were similar.

More mini-labs are set to spring up on the streets of our cities — Gratispool are reported to be opening one in Croydon this month — but, economics demand they have a constant flow of holidaying customers, particularly at this time of cut-throat war between the finishing houses. Indeed a recent report in the financial Press noted that half the shops using mini-labs in the US had failed because they were not sited in areas generating a high enough demand.

But in areas of high tourism, it must be tempting for those who once or twice a

year don't mind paying over the odds for "instant pictures" — especially if they believe all they read! ■

Fight against mail order

Continued from p401

at £250 million, they say it is still expanding in real terms at a rate of 9 or 10 per cent annually.

Colourcare agree that traditional processors must take some of the blame for allowing mail order to take such a large slice of the market, but that retailers too share this responsibility for two main reasons: "First, wasting valuable window space through lack of advertising, coupled with no identification of a D&P reception point within the shop. And second, the continuing use of laboratories whose growth is in part attributable to their involvement in the mail order market, made possible through profit derived from their dealers!"

They estimate that during 1981, some 80 per cent of their dealers have been offering discounted prices — using the pre-May 18 Kodak price of £5.10 per 20 exposure as the norm — and this has

"... certainly helped pull work back into the High Street, with returns being quoted as high as 60 per cent up".

Looking ahead to the Winter, they see a fall-off in films for processing, which could lead to some unprofitable pricing, "... but we should not lose sight of the fact that D&P is a capital intensive industry; profit must be created for re-investment or we could find ourselves working with old and unreliable equipment". A point, they add, that could become more poignant if predictions in the photographic Press that Kodak are to introduce a disc film system by 1982 come true.

Colourcare place a lot of faith in their support for their dealers and intend to continue this throughout the Christmas season: "Providing that all-important promotional back-up for our dealers is, we feel, crucial and Colourcare are currently offering an MG Midget as a competition prize. Autumn will see free Christmas cards and free calendar mounts, while our plans for 1982 include spending more on promoting film processing through the chemist, backed up by local media advertising." ■

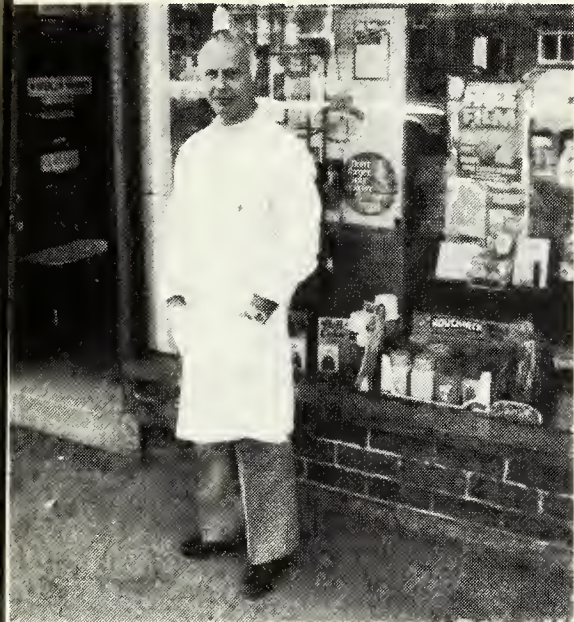
Telephoto 110 from Paul Plus

Paul Plus say that the main equipment line selling through pharmacies remains the pocket camera, and to take advantage of the growing demand for telephoto / normal lens 110 models, have introduced the Sporti 2000 (around £17.95).

The model is similar to the Sporti 440, but features a 20mm lens for "wide angle" shots and a 40mm telephoto. The optics changes to show the telephoto effect as opposed to "marked off" area depicted in the viewfinder. Packaging is described as "eye-catching", with product information clearly displayed.

Paul Plus say the best cost prices for the Sporti 2000 are achieved by ordering a minimum of 12 cameras, which may, if required, be mixed with models from the rest of their range. The company also offer a 50/50 shared advertising cost scheme, with what they describe as "very simple conditions". *Paul Plus Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW.* ■

Napcolour dealers hit direct mail- with 'Money Saver' process paid films.



Mr. Benson of Coope Chemists, Blackpool.
"Being in a holiday area, Money Saver is an effective way of increasing our photographic business."



Mr & Mrs A. Mir (Chemists) Barry, S. Wales
"A Wonderful thing for our business"



Mr. Pearson of Brocklehurst Chemists, Howden, North Humberside.
"We are delighted with the Money Saver Film, having sold half of our initial order in less than a week."



Mr. R. H. Fountain (Chemist) Newport.
"Great idea"



Mr. William Fahy (Chemist) of Carnforth, N. Lancs.
"Although we have a thriving D. & P. business (keen prices and rapid service), Money Saver will capture that extra trade that previously went postal."



**Mr. John Phillips (MGR)
Miss Jane Evans
Mr. David Ball.**
Malcolm Snaith Photographic, Kendal, Cumbria.
"This is an ideal way of catching the tourist Developing and Printing Trade passing through the town, much of which would otherwise go to direct mail"

For details of the Napcolour services
Contact:
HAL BRISCOE, Marketing Director, Napcolour Ltd., Napcolour House,
Chichester Street, Chester, CH1 4QA. Telephone: Chester 378800

**KODAK QUALITY
AWARD WINNERS**

DITB grant payments to reach record levels

The DITB will be making record grants payments in the current year — £11½ million of the £14m available has been taken up in the 16 weeks it has been available.

The majority of the package was designed to assist firms to maintain training during the recession and provide job opportunities for youngsters through the new entrant traineeship scheme and the premium grants scheme.

New provisions were also made for indentured apprentice training in engineering and other crafts, computer and technological training, management training and development, skill shortages and the training needs of small firms.

"The enthusiastic take-up of grant-aid completely justifies our policy," says Mr John Mandleberg, board director. Grants previously had not been taken up so readily.

The DITB say significant inroads have been made into the hardcore of firms which have ignored their policies during the last three years — the number of firms not attempting to gain any levy remission has dropped from 4,473 to 2,351.

According to the Board's annual report for 1980-81, there is continuing evidence from employers who are carrying out adequate training that their trained employees are being poached by those who don't see the need to train.

It is likely that there will be another substantial increase in the number of

firms qualifying for the Distributive Training Award. At the time the report was prepared there were 4,014 firms with levy exemption, but 884 reviews had still to be completed. Last year's total of firms with levy exemption was 4,054.

The fate of the DITB, however, still remains uncertain and Mr James Prior, Secretary for Employment, has asked that views on the Manpower Services Commission report on training in the distributive sector be made to him during September (*C&D*, August 8, p237).

□ A DITB guide to new technology "Computers in Store", aimed at managers and proprietors of small and medium-sized businesses, offers basic guidance on the all-important first steps.

It is the first of the recently announced DITB "DisTec" projects, and sets out to answer basic questions such as — How a business can benefit from computers — How to choose the right system — Where to obtain expert guidance and the vital question of staff training.

The guide also contains a handy "ABC" of computer jargon to help the layman understand what it's all about and a list of courses of further advice.

"Computers in Store" will be distributed free to DITB levy-payers and is available, price £1.00, to other interested organisations from the *Sales Department, DITB, MacLaren House, Talbot Road, Stretford, Manchester.* ■

Government's 'young workers scheme'

The new scheme to encourage employers to recruit more young people at realistic wage rates will start on January 4 next year. The "Young Workers Scheme", as it will now be called, was first announced by the Prime Minister on July 27 (*C&D*, August 8, p238).

Employers will be able to claim for young people employed before the scheme starts, provided the person is eligible on January 4. In such cases employers will still be able to claim for the maximum 12 month period from January 4. No employer therefore will lose under the scheme by recruiting this year's school leavers between now and its starting date. The main proposals that employers can claim are:

□ £15 a week in respect of each eligible

employee whose gross earnings are below £40 per week.

□ £7.50 a week in respect of each eligible employee whose gross earnings are £40 or more but below £45 a week.

□ And in respect of any young employee who is under 18 and in his or her first year of employment on the day from which payments are first claimed and whose earnings are within these limits.

□ Also the maximum period of payment in respect of each individual is 12 months.

As required under the Employment Subsidies Act 1978, the Government will consult the CBI and TUC on these proposals and will seek a resolution of the House of Commons.

This scheme applies to Great Britain, but it has already been announced that a parallel scheme will be introduced in Northern Ireland and details will be issued by the Department of Manpower Services, Northern Ireland. ■

Wages Councils set new terms

The broad terms of new wages orders have been decided by the two Wages Councils representing food and non-food retailing.

The two Councils — the Retail Food and Allied Trades Wages Council (Great Britain) and the Retail Trades (Non-food) Wages Council (Great Britain) — were established in 1979 to replace the nine councils which formally covered different sectors of the retail trades. Since then they have been working towards consolidation of the existing wages orders into two new ones, one for food trades and one for non-food trades.

Some of the changes which will result if the proposals are confirmed are:

- Pay rates will be fixed for two areas (London, and the rest of Great Britain) instead of three as at present.
- Hourly rates will be quoted.
- The standard working week (at present 40 hours) will be extended to sections which now have a longer week.
- Overtime and "unsocial hours" provisions will be rationalised.

The dates from which the changes will operate have yet to be decided, but will not be earlier than April 1982. ■

Development Board for NI industry

Proposals for an Industrial Development Board for Northern Ireland bringing together the powers, functions and responsibilities for the industrial development of the Department of Commerce and the Northern Ireland Development Agency were announced on August 13 by the Northern Ireland secretary, Mr Humphrey Atkins.

Mr Atkins also announced that he had decided to establish a new unified Department of Economic Development which would take over, as soon as practicable, all the present responsibilities of the Department of Commerce and manpower services.

Legislation would be needed for each of the changes and Mr Atkins emphasised that this would be brought forward as soon as possible with the intention of setting up the IDB by April 1982.

□ *Incentive to private factory development.* An order changing the law in Northern Ireland relating to the payment of grants for industrial buildings came into operation on August 14. The new powers will bring the law in Northern Ireland broadly in line with that in Great Britain.

□ *The small firms loan guarantee scheme,* which has been operating in England, Scotland and Wales since June, has been extended to Northern Ireland. ■

More Business News on p406.



customers with mouth ulcers need chemists with Medijel

If a customer is suffering with a mouth ulcer, he'll be looking for quick relief from pain and he wants something that will help to promote rapid healing.

In other words, he wants soft, soothing Medijel.

So display Medijel gel on your counter, and let your customers help themselves to fast relief from sore mouths and mouth ulcers. You'll be helping yourself at the same time.

Medijel

Soothing gel now on GSL.
Also available in soft pastilles.

Dendron Limited, 94 Rickmansworth Road,
Watford, Herts. WD1 7JJ. Tel. (0923) 29251.



Advertisement Materials

We should like to draw the attention of advertisers to paragraph 4 of the Conditions of Acceptance of Orders, which states:

'PRINTING MATERIAL WILL BE RETAINED for a period of twelve months following publication after which they will be destroyed, unless their return has previously been requested by the advertiser or his agents'.

We regret that problems of storage compel us to implement this rule more rigidly than in the past and we wish to give notice that all materials used August 1980 will be destroyed unless we receive instructions by September 21, 1981 to return them to the advertiser or agent.

PRICE CHECKOUT

Infoscan:
Ensuring your customers
get your message

- * Continuously displays any moving message of your choice.
- * Lowest cost moving message machine available.
- * FREE custom-made display housing with all orders received by end September '81.
- * Price: £149 incl. VAT. Substantial quantity discounts available.
- * Minimum shelf space. Maximum sales effect.
- * Easy to use. Individual keyboard.
- * Reliable solid state technology (no moving parts).
- * Widely used by hotels, grocers, restaurants, airlines, estate agents and at any locations requiring essential point of sale information.



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One only per customer.

For further information, call us today on 01-499 2476 or write for our free leaflet. Customers ordering by mail, please add £4.00 p&p and insurance.

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Address _____

Tel. _____

Answercall
23 Mount Street
LONDON
W1V 5RB

CD5

Expansion in Europe for Revlon Health

Two moves to strengthen Revlon Health Care's expanding European operation have been announced.

Martin E. Cearnal takes up the new post of vice-president marketing and business development, based in Paris and reporting to Pierre Ranque, president of Revlon Health Care for Europe, Middle East and Africa. Colin Murphy succeeds him as marketing director of Armour Pharmaceutical and Berk Pharmaceuticals in the UK, reporting directly to chairman Mr K.W. Fitch. Both

US pharmaceutical industry grows

The US pharmaceutical industry continues to grow in real terms with prescription drugs estimated to be worth \$9.6 thousand million in 1981 — 14 per cent up on 1980.

Non prescription drugs in 1981 are up 15 per cent on 1980 to \$5.5 thousand million; analgesics, skin products and first aid preparations are particularly buoyant.

The current trend in the US towards self medication, helped to some extent by some relaxation of the laws governing drugs, has enabled the public to obtain more products without prescription (eg fluorides and hydrocortisones).

KAE Development News says that 70 per cent of Americans now use non

companies are located in Eastbourne.

The group say they have ambitious plans for expansion in Europe and their research and development has produced several interesting series of compounds including a calcuim antagonist. Recently the group's long-term goals in cardiovascular medicine have been strengthened by the acquisition of worldwide marketing rights of a beta-blocking agent, celiprolol, from Chemie-Linz AG, an Austrian chemical and pharmaceutical company.

On the basis of studies conducted by Chemie-Linz, celiprolol is believed to have important advantages over currently available beta-blockers; it is expected to be effective on a once-a-day regimen. "Celiprolol also appears to have unique properties including high cardioselectivity which, if confirmed, should allow use in most patients with obstructive airways disease and myocardial depression with the lessened likelihood of provoking frank asthma or cardiac failure." ■

prescription drugs — an "amazing 40 per cent of them every day!" and that the trend is bound to continue. *Kraushar and Eassie Ltd, 20 Buckingham Street, London WC2N 6EE.* ■

EFTA review

The latest European Free Trade Association bulletin is devoted to a review of the pharmaceutical industry to mark the tenth anniversary of the Pharmaceutical Inspection Convention. It contains articles on the international regulatory environment, research and the state, competitive developments and takes a look at the industry in Switzerland, Sweden, Iceland, Finland, Austria and Norway. ■

Ransom profits fall despite exports

William Ransom & Sons Ltd have shown a decrease in pre-tax profit to £369,780 (£720,325) despite an increase in exports of 44 per cent and overall turnover of 15 per cent.

Market share has been retained at the expense of reduced margins — and it is pointed out that the 1980 figures included a once-and-for-all interest relief grant of £150,000, which boosted the figures.

The company is installing new plant which is expected to produce economies, while the current cost accounts show a smaller fall in profits and are another pointer to a future upturn. ■

Difficult times for United Glass

High interest payments on borrowings coupled with redundancy payments have contributed to a first-half pre-tax loss of £4.6 million for United Glass — this compares with profits of £14,000 a year ago and £3.34m two years ago.

Sales have not picked up following the sharp fall experienced in the year ending March 31 (the trading loss for the year was £5.6m). Customers reduced stocks of glass containers, closures, and plastic products and a strong pound brought a smaller overseas demand for table glass and mould equipment.

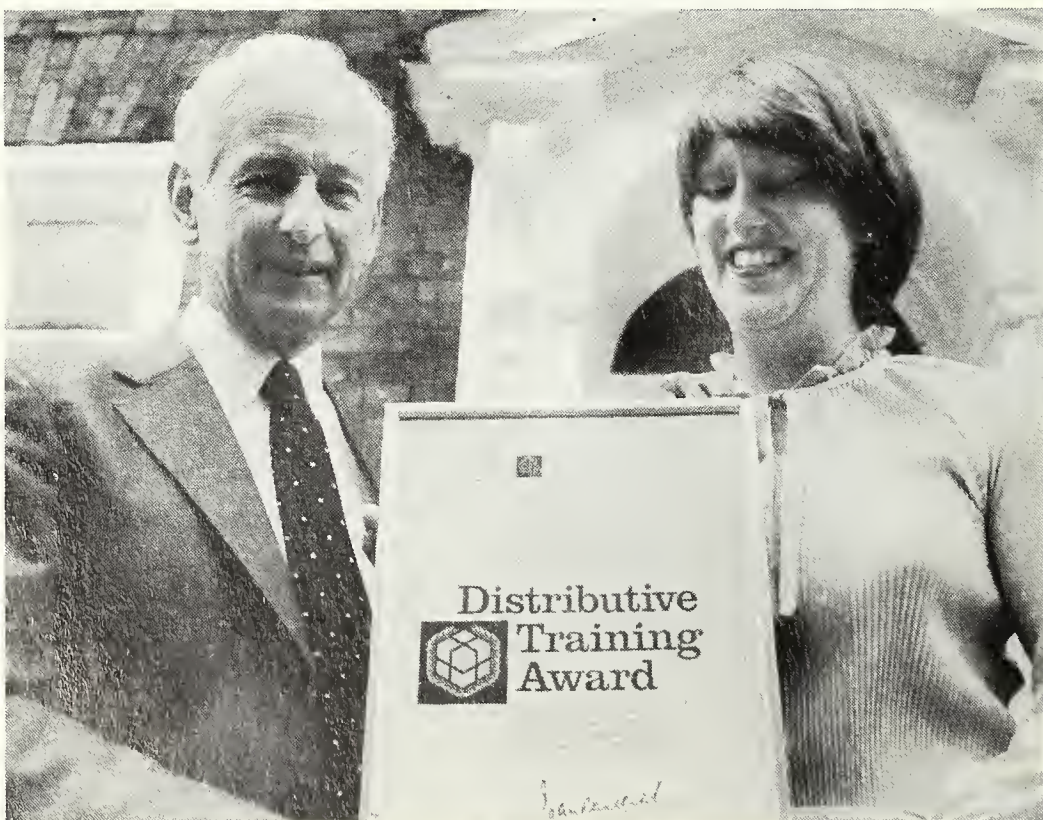
The company does not foresee any significant upturn in trading in the second half of the year so that production capacity will continue to be under-utilised. ■

Novo shine brightly

Novo Industri, the Danish pharmaceuticals and enzyme group has almost doubled its earnings in the first six months of their current year.

Novo point to "doubled" sales of pharmaceutical bulk products with insulin doing particularly well — both volume and prices have increased.

Pre tax profits stood at \$24.6m with sales at \$137m. ■



Mr Geoffrey Crosskill, a director of C.R. Crosskill & Sons Ltd, accepts a DITB award from Mrs Karen Hales on behalf of his company. Mrs Hales said that staff training at Crosskill's had reached 100 per cent of the Board's requirements. The Norwich-based distributor of chemists' sundries was established in 1810 and originally dealt in corks and brewery equipment

Bayer sales rise but profits fall

Bayer AG, Leverkusen, the parent company of Bayer UK Ltd, raised its turnover during the first half of 1981 by 8.3 per cent to DM 7,045 million, compared to the first six months of 1980 — but profit before tax fell by 2.4 per cent to DM 495m (DM 507m).

Sales growth during the second quarter of 1981 was due mainly to price changes. Exports led the business recovery, helped by the weakness of the D.M. Pressure on costs continued with higher expenditure on energy and raw materials — particularly those purchased in dollars.

Bayer's consolidated world turnover rose 14.9 per cent to DM 17,286m in the first half of 1981 and profit before tax was 2.9 per cent down at DM 887m (DM 903m). ■

Briefly

■ **Gillette (UK) Ltd** have awarded a certificate of quality to Fibrenyle Ltd of Beccles, Suffolk, for the supply of extrusion blow-moulded plastic bottles. This is the first year that Gillette have awarded certificates to extrusion blow-moulders and Fibrenyle is one of only two companies to receive one. Fibrenyle is a member of the Mardon Packaging International Group.

■ **Norcliff Thayer Division**, Berk Pharmaceuticals Ltd, have moved to St Leonards House, St Leonards Road, Eastbourne, East Sussex BN21 3YG (telephone Eastbourne 641 144).

■ **Miles Laboratories Ltd** have renamed their consumer products division as the consumer health care division.

■ **Business consumers in Northern Ireland** suffered the world's largest increase in water charges during the 12 months to July 1981, according to the second annual International Water Price Comparison. The staggering rise of 70.51 per cent was almost double the next highest increase of 37.16 per cent, which was inflicted upon consumers in Italy. Great Britain contributed with Northern Ireland to a total UK increase of 16.24 per cent, fifth place in the league table.

APPOINTMENTS

■ **Fujimex** have appointed Mr Harish Padalia, Fuji sales representative for the East of England, including Buckinghamshire, Bedfordshire, Hertfordshire, Leicestershire, Norfolk and Nottinghamshire.

■ **Duphar Laboratories Ltd**: Mr John Musgrave has been appointed director of marketing, with responsibility for the marketing and sales departments.

Chemist & Druggist 5 September 1981

MARKET NEWS

Ipecac jumps

London, September 1: Spot quotations of Costa Rican ipecacuanha jumped from £28 kg to £35 this week. Shipment prices also rose slightly but are now almost in line with the spot quotations. Matto Grosso supplies are still unavailable.

Elsewhere in botanicals, Peru balsam and cochineal were easier in both positions as was Brazilian menthol. Liquorice root for shipment eased somewhat but there are still no spot offers.

Among essential oils, eucalyptus was slightly easier as was orange, patchouli and East Indian sandalwood. Bois de rose, petitgrain and Ceylon cinnamon were firmer.

Pharmaceutical chemicals

Bismuth salts: £ per kg.

	50-kg	250-kg
salicylate	10.92	—
subcarbonate	8.10	7.96
subnitrate	6.15	6.04

Caffeine: BP anhydrous £4.25 kg for 250-kg minimum.

Calamine: BP £758 per 1,000-kg delivered.

Cocaine: Alkaloid £721 kg; hydrochloride £666.

Glycerin: In 250-kg returnable drums £760 metric ton in 5-ton lots; £785 in 3-ton lots.

Saccharin: BP sodium, powder £3.80 kg; crystals £3.40, both for 250-kg lots.

Salicylic acid: 5-ton lot £1.61 kg; 1 ton £1.63.

Sorbitol: Powder £790 metric ton; syrup £380-£395 as to grade.

Stilboestrol: BP in 25-kg lots, £197.50 kg.

Tartaric acid: £1,795 per metric ton.

Tetracycline: Hydrochloride £16 kg; oxytetracycline £14.50 in 250-500 kg lots.

Vitamin A: (per kg) acetate powder ½ miu per g £12.65 (5 kg lots); palmitate oily concentrate 1 miu per g £15.40 (5-£); water miscible £4.34 litre (6-litre pack).

Vitamin D2: Type 850 £45.10; type 80 £4.70 kg (25-kg lots).

Vitamin K: £5.40 kg.

Yohimbine hydrochloride: £350 per kg; £340 kg in 5-kg lots.

Crude drugs

Balsams: (kg) **Canada**: Easier at £12.50 on the spot, shipment £12.40 cif. **Copaiba**: No spot; £6., cif. **Peru**: £10.70 spot;

£10.95 cif. **Tolu**: £10.80 spot; £11, cif.

Benzoin: £193 cwt, cif.

Belladonna: herb £1.10 kg spot; £1.14, cif; leaves £1.14 kg;

£1.80, cif; root no spot; £2.34 kg cif.

Cochineal: (kg) Tenerife black brilliant £20 spot; £19.75, cif, nominal; Peru silver £19.60; grey spot £19.40, cif.

Dandelion: Unquoted.

Gentian roots: £2,650 metric ton spot; £2,605, cif.

Ginger: Cochin £600 metric ton spot; £600, cif. Other sources not quoted.

Henbane: Niger £905; metric ton spot; £910, cif.

Honey: (per metric ton in 6-cwt drums ex warehouse).

Australian light and medium ambers £690-£720 Canadian

£800; Mexican £580; Argentinian (white) £680.

Hydrastis: Spot £29.35 kg; £29.40, cif.

Ipecacuanha: Matto Grosso no offers; Costa Rican £35 kg

spot; £35.40, cif.

Jalap: Brazilian £2.45 kg, cif.

Kola nuts: £430 metric ton spot; £370, cif.

Lanolin: BP grade £1.05 kg in 1 metric ton lots.

Lemon peel: Spot no offers; Shipment £2,005.

Liquorice: Root, no spot; £720 metric ton, cif. Block juice

£1,400 metric ton spot.

Lobelia: European, no spot, £1.30 kg, cif.

Mace: Grenada unsorted \$2,850 metric ton, fob.

Menthol: (kg) Brazilian £6.40 spot £6.90, cif. Chinese £6.10

spot; £6.10, cif.

Nutmeg: (per metric ton fob) Grenada 80s \$2,750 sound

unsorted \$2,250, defectives \$1,475.

Nux vomica: No offers.

Seeds: (metric ton, cif). **Anise**: China star £1,300. **Celery**:

Indian £500. **Coriander**: Moroccan £310. **Cumin**: Indian £675.

Fennel: Chinese £475. **Fenugreek**: Moroccan unavailable;

Indian £325.

Senna: (kg) spot Alexandria pods hand-picked from £1.80

upwards; manufacturing £0.50 Tinnevely faq leaves £0.44;

pods, faq £0.42; hand-picked £0.50.

Essential and expressed oils

Almond: Sweet in 4-ton lots £1.60-£1.70 kg duty paid.

Anise: (kg) Spot £13.25 spot and cif.

Bay: West Indian £10 kg spot; £9.90, cif.

Bergamot: £28 kg spot.

Bois de rose: £8.60 kg spot; £8.10, cif.

Buchu: South African £105 per kg spot; English-distilled £1.55.

Cade: Spanish £1.70 kg spot.

Camphor: White £1.30 kg spot; £1.15, cif.

Cananga: Indonesia £17.75 kg spot and cif.

Cardamom: English-distilled £155 kg; Indian £110.

Cassia: Chinese £60 kg spot; £57, cif.

Cedarwood: Chinese No spot; £1.90, cif.

Cinnamon: Ceylon leaf £3.20 kg spot; £2.98 cif; bark: English-

distilled, £150.

Citronella: Ceylon £3.20 kg spot; £2.50, cif. Chinese £3.80

spot; £3.65, cif.

Clove: Indonesian leaf £1.95 kg spot and cif. English distilled

bud £50 spot.

Eucalyptus: Chinese £2.45 kg spot; and cif.

Fennel: Spanish sweet £8 kg spot.

Geranium: Bourbon £38 kg spot and cif.

Ginger: Chinese £22 kg spot nominal; £21.50, cif, English-

distilled (ex W. African root) £70; ex Indian £43.

Lavender spike: £13 kg.

Lemon: Sicilian best grades about £18.50 kg in drum lots;

Other sources from £15.

Lemongrass: Cochin £5 spot; £4.80, cif.

Lime: West Indian £13.50 kg spot.

Mandarin: £18 kg spot.

Nutmeg: East Indian £8.25 kg spot; £8 cif. English distilled

£15.

Olive: Spanish £1,485 per metric ton in 200-kg drums ex-wharf;

Mediterranean origin £1,335. Drawback £197 ton on Spanish

after packing in containers of 5 litres or less.

Orange: Florida spot £0.92 kg and cif.

Origanum: Spanish 70 per cent £16.50 kg.

Patchouli: Indonesia £16.50, kg spot and cif.

Pennyroyal: From £7.85 per kg spot.

Pepper: English-distilled ex black £125 kg.

Peppermint: (kg) Arvensis — Brazilian £6.75 spot and cif.

Chinese £4 spot; £3.88, cif. American piperata £13.50.

Petitgrain: Paraguay £9.80 kg spot, £10.30 cif.

Rosemary: Moroccan £6.80 kg spot; Spanish £7.50.

Sandalwood: Mysore £60 kg spot. East Indian £52.50 spot.

Chinese £2.75 kg, cif.

Sassafras: Brazilian £2.75 kg, cif. Chinese £2.25, cif.

Spearmint: Chinese £10 kg spot; £9.25 kg, cif. American £12

spot.

Thyme: Red 45-50% £15 kg spot. 50-55% £17.

Vetivert: Java £15.70 spot; £15.50, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Saturday, September 5

Reading Branch, Pharmaceutical Society, 6a Bath Road,

Thatcham, at 7.30 pm. Meeting.

Clinical symposium on elderly patients

The UK Clinical Pharmacy Association is keen to attract general practice pharmacists to a symposium on October 18 at Good Hope Hospital postgraduate medical centre, Birmingham, 10am-4.30pm.

The topic will be "The elderly patient" and the first speaker will be Dr C.M. Castleden, senior lecturer in geriatric medicine, Leicester General Hospital, on "Pharmacokinetics in the elderly — are variations due to age or disease?" The second session will involve practising pharmacists looking at drug problems of the elderly in cardiovascular disease, diabetes, arthritis and night sedation. The third session will consider general problems, with reference to the merits of patient medication records for the elderly.

Applications must be sent by September 24 to Mr A.M.S. Cullen, 55 Hartington Way, Mickleover, Derby (fee £9 members, £13 non-members). ■

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with excellent profits. Scripts average
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fittings £15,000 plus stock at
valuation.

X2 — SOUTH WEST LANCA-
SHIRE — Large excellently
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close to town centre. Turnover to
April 30th, 1981, £116,000. Scripts
average 2,000 per month. Good
future potential. Freehold and
fittings £12,000. S.A.V. approx.
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X3 — DERBYSHIRE — High
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estate of 5,000 people. Turnover in
1980 was £84,500 on scripts
averaging 1,650 per month. Scope
for diversification of counter trade,
goodwill, fixtures and fittings
£10,000 plus stock at valuation.

X4 — SOUTH MANCHESTER —
Turnover to 31st December 1980
£305,724. Dispensing 3,000 scripts
per month. Freehold property for
sale at £50,000 and stock at
valuation. Offers invited for
goodwill and fixtures in excess of
£100,000.

X5 — NORTH WEST WIRRAL —
Town centre lock-up premises on
lease at £1,300 per annum.
Turnover to 31st May 1981 £94,000,
now running at over £100,000 per
annum. Scripts dispensed average
2,000 per month. Goodwill and
fixtures £6,000 plus stock at
valuation £9,000.

X6 — SOUTH EAST LONDON —
Drug store. Turnover in 1980 was
£106,328 with 25% gross profit.
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available. Rent £4,820 per annum.
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within 200 yards. Price asked
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£15,000. Price reduced for quick
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X7 — SUFFOLK — Old established
family business. Current turnover
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month. Large freehold property and
living accommodation for sale
£45,000. Goodwill and fixtures &
fittings at £30,000, plus stock at
valuation.

X8 — NORTH HUMBERSIDE —
Village centre pharmacy, turnover
exceeding £120,000 per annum.
Scripts average 2,500+ per month.
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at £39,500. Goodwill and fixtures
£14,000 plus stock at valuation.

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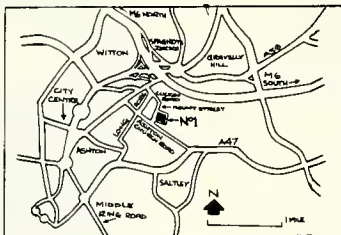
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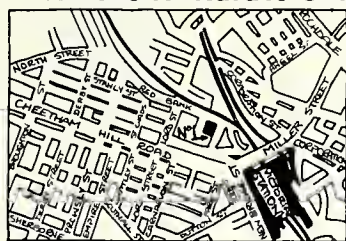
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LEGAL NOTICE

Proceedings under Section 23 of
The Patents Act 1949

NOTICE OF INTENTION TO PRESENT A PETITION TO THE COURT

IN THE HIGH COURT OF JUSTICE
CHANCERY DIVISION
PATENTS COURT

IN THE MATTER OF Letters Patent No. 1,139,332 dated 7th April 1966 granted to J.R. GEIGY AG of Basle, Switzerland in respect of an invention entitled "Substituted phenylacetic acids and processes for their production" AND

IN THE MATTER OF The Patents Acts 1949 and 1977.

NOTICE IS HEREBY GIVEN that it is the intention of CIBA-GEIGY AG of Basle, Switzerland, the Patentee, and CIBA-GEIGY (UK) LIMITED the registered office of which is at 30 Buckingham Gate, London SW1 to present a Petition to the High Court of Justice, Chancery Division, praying that the term of the said Letters Patent may be extended.

AND NOTICE IS FURTHER GIVEN that on Monday the 23rd day of November 1981 at 10.30 o'clock in the forenoon or so soon thereafter as Counsel may be heard, the Petitioners intend to apply to the Court for Directions fixing the date of hearing of the Petition and other Directions.

Notices of Oppositions to the Petition must be lodged not less than 7 days before the date above-mentioned at the Chancery Registrars' Office, Royal Courts of Justice, Strand, London WC2. Documents requiring service upon the Petitioners pursuant to the Rules of the Supreme Court, Order 103, may be served at the offices of the Solicitors to Petitioners.

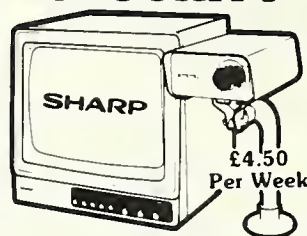
Dated this 25th day of August 1981.

REYNOLDS PORTER CHAMBERLAIN

Solicitors for the said Petitioners of and whose address for service is
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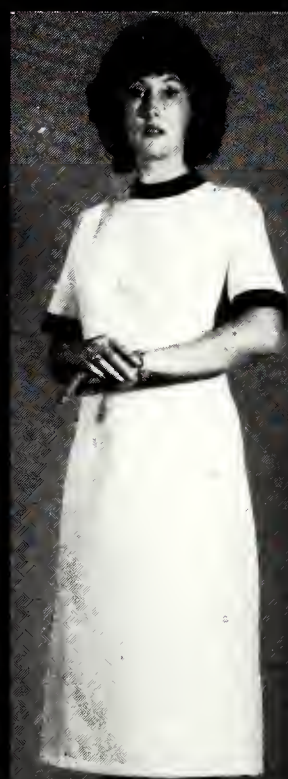
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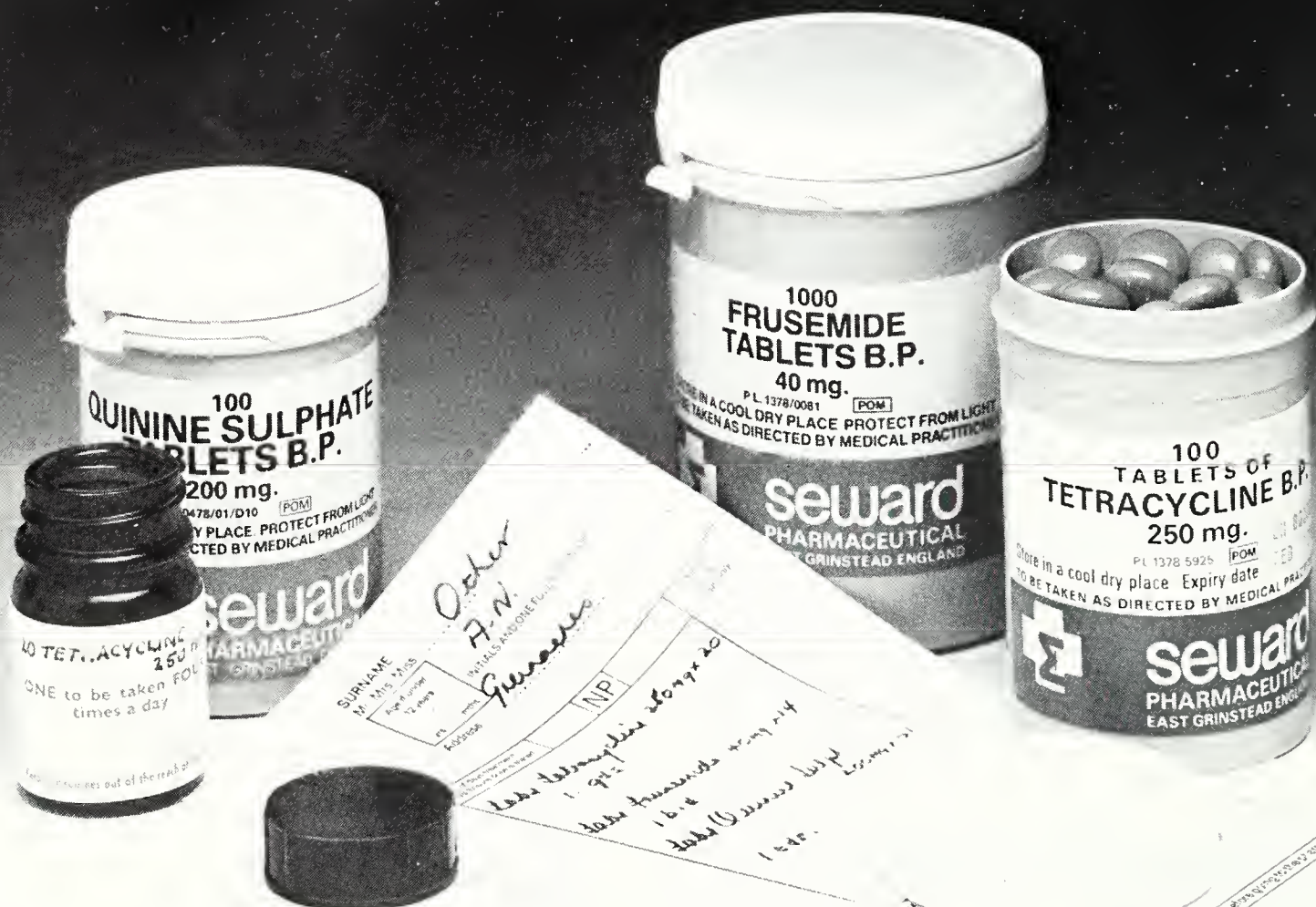
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